

CHEMIST & DRUGGIST

The newsweekly for pharmacy

October 6, 1984

a Benn publication

Is importing
by 'bona fide'
wholesalers
inevitable?

Nielsen show
grocers still
out-perform
chemists OTC

How to put
character into
merchandising

Reckitt, LRC
and Sangers
on buying trail



TO



With over seven hundred items in our range of natural ingredients, there's almost certainly a selection of products that will meet your precise needs.

Whether it's herbal and medicinal extracts or galenicals, oleoresins or chlorophylls, you'll get the same uncompromising quality, the same unfailing service.

Find out more about Ransom Natural Products, contact Helen Blowey on Hitchin (0462) 34575. She knows our alphabet Z to A!

Ransom Natural Products

William Ransom & Son plc,
Bancroft, Hitchin, Hertfordshire SG5 1LY
Tel: Hitchin (0462) 34575 Telex: 825631

SUNGLASSES
SPECIAL FEATURE



Which cough treatment receives most pharmacy recommendations?



Benylin

The Martin Hamblin Recommendation Study confirms it. And clinical trials data reaffirms Benylin Expectorant as brand of choice over its nearest competitor.

At Warner Lambert Health Care, we have many other successes for you. Newcomers like Sinutab, Lifestyles and Poly Hi-Lights, and the steady growth of the whole Poly hair range. The established pharmacy franchise of Veganin and Anusol, for instance. Or the way Listerine, Listermint and Oraldene dominate the mouthwash business, with 66% of the market between them. Our expanded Sales Force is always ready to help and advise you on our products. Or, if you wish, contact our Sales Services Department at any time on Eastleigh (0703) 619791. We'll be pleased to hear from you.

R84025.

**WARNER
LAMBERT
HEALTH CARE**

the name people feel better with

Mitchell House, Southampton Road, Eastleigh, Hants. SO5 5RY

All brand names are trade marks.

October 6, 1984
Volume 222 No 5441
126th year of publication
ISSN 0009-3033

Editor:

John Skelton BPharm, MPS

Assistant Editor:

Patrick Grice BPharm, MPS

Business Editor:

Paul Slade BA

Contributing Editor:

Adrienne de Mont
BPharm, MPS

Editorial Assistant:

Steven Titmarsh BPharm, MPS

Art Editor: John Clement

Price List Controller:

Colin Simpson

Director: James Lear

Publisher:

Ronald Salmon MPS

Advertisement Manager:

Peter Nicholls JP

Assistant Advertisement

Manager:

Doug Mytton

Production: Shirley Wilson

Published Saturdays

by Benn Publications Ltd
Sovereign Way, Tonbridge,
Kent TN9 1RW

Telephone: 0732 364422

Telex: 95132

Subscriptions: Home £49 per annum.
Overseas & Eire £63 per annum in-
cluding postage. £1 per copy
(postage extra). Member
of the Audit Bureau of
Circulations



Regional advertisement offices:

Midlands: 240-244 Stratford Road, Shirley,
Solihull, W. Midlands B90 3AE 021-744
4427. North East and North West: 491
Chester Road, Old Trafford Manchester
M16 9HF 061-872 5151. West
Country & South Wales: 10
Bedminton Road, Downend,
Bristol BS16 6BQ 0272 564827.



Is importing by 'bona fide' wholesalers inevitable?

Macarthy's chairman Alan Ritchie says it is 'most likely'

592

Oxygen concentrators get go-ahead

Supply to be through FPS by cost-competitive organisations

594

How to put character into merchandising

C&D meets Danger Mouse and Bananaman

614

Nielsen statistics

Grocers still out-perform chemists and drug stores OTC

624

Sunglasses

Special feature

631

Reckitt bid for Nicholas Kiwi . . .

. . . and Sangers and LRC are on buying trail

644

Topical reflections by Xrayser

595

Letters

630

Prescription specialities

596

Business news

644

Counterpoints

601

Coming events

646

Points of law

618

Classified advertisements

647

Statutory Committee

628

People

650

News

628

Appointments

650

COMMENT

Contractors are, perhaps, living in halcyon days at the moment with the Pharmaceutical Services Negotiating Committee and the Department of Health having settled the major outstanding matters on the old contract back in July. Clawback is proving to be less painful than many feared, mainly because amounts resulting from the labour and overheads costs inquiry acted as a counterbalance. And some contractors, at any rate, are continuing to enjoy the fruits of parallel importing before the first PL(Pis) have been issued under the Government's new scheme.

On the horizon is a new charter or contract. Pharmacists have high hopes that it will reward their ever-increasing professional role with both recognition and cash. They should not have to wait too long. And incorporated in the contract may be the Department's proposals on endorsing parallel import scripts where the discounts enjoyed by the contractor break a prescribed limit (C&D, September 8, p384).

Why does the Government delay over Pis? Presumably if it issues a PL(PI) for a particular product to a company before it issues a licence for the same product to a competitor it could be held to have conferred an unfair commercial advantage to the licensee. The new process is, after all, of the Government's making and held by some, only to have regularised a system

permitted by the Treaty of Rome. Meantime the Government still has over 1,000 licence applications on ice and claims it is poised to issue the first pieces of paper "soon."

This week another pharmaceutical wholesaler told its shareholders (see p592) that the endorsement scheme as proposed could oblige wholesalers to enter the parallel import arena. Few would disagree with Macarthy's chairman Alan Ritchie that the situation is a "complete mess." And certainly no one has suggested that either the new licensing system or the endorsement proposals are ideal. PSNC backs the endorsement principle but is no doubt arguing about discount levels and cut-off points with the DHSS along with the National Association of Pharmaceutical Distributors and others.

The Government must issue some PL(Pis) without further delay. And if it intends to clawback money from importing pharmacists it must do so. Vacillation will benefit not the patient.

If the new scheme and the endorsement procedure set out by the Government are a threat to the established supply system then the sooner they are shown up to be failures, the better for everyone. Delay only prolongs the threat to patient services. And a threat to those services is a threat to the Government itself.

Main wholesalers to import PIs?

The PI prescription endorsement scheme proposed by the Department of Health will not be effective because it cannot be monitored properly, chairman Alan Ritchie told Macarthy's annual meeting. "I think the only likely outcome is that the bona fide wholesalers will be forced to move into parallel importing.

Bona fide wholesalers had so far kept out of parallel importing, said Mr Ritchie, but the situation was a "complete mess" and would get worse.

"In theory, of course, there ought not to be any parallel importing at the moment, because since June such products have required a product licence and to date none have been issued. Such illegality doesn't seem to have bothered anybody: parallel imports are still being brought in and sold.

"The unsavoury saga of parallel imports has undoubtedly denigrated the image of the pharmacist in the view of other people as the result of the publicity it has attracted in the media. This is at a time, ironically enough, when considerable efforts are being made to enhance his reputation as a responsible adviser in the health field.

"It is all a great pity for pharmacy and the pharmacist", said Mr Ritchie.

(In the scheme referred to by Mr Ritchie the pharmacist would not have to

declare a discount of less than 14 per cent on parallel imports, above that figure he would have to endorse the script "PI" and would be paid 80 per cent of Drug Tariff price. *C&D* September 8, p384).

Some comfort could be taken from the fact that any reduction in the wholesaler's discount from suppliers now seemed to have been "put on the long finger" by the Department of Health, Mr Ritchie said. "I can only assume that since the Department has finally come to agreement with the Pharmaceutical Services Negotiating Committee on payment for chemist's dispensing services, they have no burning desire to start discussions on this subject all over again. Such negotiations would have to be re-started if wholesalers' discounts were to be cut, since their settlement terms to the pharmacy would then be reduced commensurately and revision of the pharmacist's terms of payment would have to follow."

Mr Ritchie told the meeting: "There comes a time in the life of every company when it needs to become a little introspective and start asking itself questions — what business are we in — should we be in that business — are we making the best use of our facilities, human and financial, and so on." Two directors are to carry out a review of the Group's activities with the intention of bringing forward their findings and proposals for the future to a directors' seminar next February.

local newspapers showing historic situations in which a solicitor might have overcome a problem, for example, a caption above a cartoon of Anne Boleyn about to be executed asks: "Don't you wish you'd used a solicitor?"

Another six firms are planning a £100,000 campaign using jingles asking people to call "freephone Rumpole."

Chartered accountants Deloitte, Haskins and Sells were the first to advertise on television on Monday evening with slots at peak times in London and Scotland. A spokeswoman told *C&D* that the advertisement, which mentioned services available, had produced a good response.

Several other practices advertised in newspapers.

■ Tenders are being sought for the construction of a Health Centre at South Shields which is likely to cost £0.88m.

Service as usual but terms down

Vestric have made a small downwards adjustment in their ethical terms to chemists so that the company can continue their present "high level of service."

The purchase threshold to qualify for discount was increased by £250 to £1,500 on October 1: discount above that level remains at 8 per cent. Vestric say that as a result they will be increasing stocks in the coming months by several million pounds and maintaining existing service levels.

Managing director Mr Peter Worling says that, in real terms, the adjustment will not make the company less competitive. "This is because our overall package includes lower monthly charges for direct order customers than those given by competitors, and free telephone calls when placing a Link order, as well as other elements.

Vestric are introducing a 10 per cent discount on ethicals if cash is sent with the order. Link rebate is unchanged at 1½ per cent as does the small account surcharge.

DDA takes off

The Dispensing Doctors Association has made a good start, according to its founder, Dr David Roberts of Welford, Northants.

It is holding a series of meetings in the counties before a national meeting of county organisers takes place in November. Dr Roberts told *C&D* that the county meetings held so far have been well attended. Of the 3,200 dispensing doctors in England, Wales and Scotland 1,300 had expressed an interest in the Association and a good proportion of those had already joined, he said.

Kodak give golds

Grunwick Processing Laboratories of Borehamwood and Thomas Litster of Peebles, have been awarded Kodak gold awards for quality for July.

Silver awards for quality in August went to Anglia Photoworks, Cambridge, Colorama Processing Labs, London and Nashua Photo Products, Paignton. Kodak's table of merit for August also included Colourcare International at Chester, Downton and Liskeard, Fotomatic, Leigh and Regency Film Services, Enfield.

Chemist & Druggist 6 October 1984

Professions use radio jingles

Solicitors and accountants took advantage of their new right to advertise on Monday with radio jingles and cartoons.

Mr Percy Richer of Upton, Britton and Lumb, South London, booked a slot on LBC radio immediately after midnight, claiming he was: "The first solicitor to advertise." On his 90-second and 30-second commercials he describes some potential legal pitfalls and says: "Get the right legal advice from me."

He told *C&D* on Tuesday that he had already had a good response and some new clients as a result of his advertisements.

A Norwich firm is using cartoons in

Guild says more training needed to run pharmacy

The Guild of Hospital Pharmacists believes that a minimum of 24 months vocational training should be required before pharmacists assume sole responsibility for a hospital pharmacy.

The Guild Council, at a meeting last week, supported the concept of structured training programmes leading to eligibility to assume sole responsibility and proposed that such vocational training should be implemented by law in both community pharmacy and private hospitals. The proposals form part of the Guild's response to the Pharmaceutical Society's working party report on education and training.

While supporting a four year course of education and practice leading to simultaneous graduation and registration, the Guild opposed as too restrictive the idea that this could be achieved only by a sandwich course. Grants should be made available from a single source to students for completion of the four year course.

The Guild Council also thought that practising pharmacists should be involved in the planning and teaching of undergraduate courses. Turning to postgraduate training, Council re-iterated its hopes to standardise hospital pharmacy schemes. There was a need to rationalise

postgraduate degree courses at national level and to provide further diploma courses in subjects such as information technology and pharmaceutical administration. The education and science committee was considering appropriate definitions for study leave for hospital pharmacists.

Discussing the recent salary award (*C&D*, September 8, p385), members noted once again the strain being put on pharmaceutical services in the NHS by falling numbers of pharmacists. The award had improved considerably the grade 1 salaries but done little to aid recruitment. Residency services had been collapsing during the summer and staff pharmacists' posts had remained unfilled. Pharmacy managers, particularly in the East Midlands, had submitted claims to their local hospital management for extra hours worked due to staff shortages.

All outstanding items of the Pharmaceutical Whitley Council staff side's claim, eg emergency duty payments, are to be raised with the management side of the new Professional and Scientific Staffs Whitley Council on October 23.

The Guild's recruitment booklet has been revised.

A further study day on research methodology is to be held mid-December at Chelsea School of Pharmacy. There will be a day symposium on "The present and future treatment of hypertension" in London on November 28, supported by Merck, Sharp and Dohme Ltd. The Guild's day conference of short papers has had to be postponed.

BDAM warned on PML transport

Members of The British Distributors of Animal Medicines Association have been warned that when PML medicinal products are carried on a vehicle they should always be accompanied by evidence that they have already been sold to a particular farmer.

The Association has told members that if, when stopped by an inspector of the Pharmaceutical Society the driver cannot produce the necessary evidence of sale, guilt is presumed unless the accused can prove his innocence.

However, BDAM's legal advisor has pointed out that the PSGB's inspectors have no right to stop and search a vehicle unless they suspect an offence is being committed.

Into eyewear with no outlay

Suffolk Optical are offering pharmacists the opportunity to enter the new field of eyewear when legal changes, expected in November, allow non-opticians to dispense spectacles to the public against prescriptions issued by ophthalmic opticians.

The company has introduced a sale or return spectacle dispensing unit, valued at £500 trade (£1,000 retail). It consists of a six-shelf, smoked glass display stand about 20in wide and 17in high with built-in mirror, and up to 80 pairs of glasses. Using the mirror the patient can choose his or her style with ease as a large proportion of the demonstration frames are glazed with a range of the more frequently prescribed lens powers. Having made a choice the patient hands the pharmacist his prescription which is then made up and returned to the pharmacist by Suffolk Optical in 48 hours.

Retail prices of these completely glazed frames with prescription lenses range from £9.95 to £39.50 per pair and all show a 100 per cent profit mark up for the chemist. The pharmacist has no capital outlay as he pays only for the frames he sells against prescription, while the display unit and demonstration glasses remain on indefinite loan (sale or return basis) from Suffolk Optical, Farleigh House, Woodland Way, Kingswood, Surrey.



Jimmy Taylor (left), manager of Numark wholesaler James Taylor of Dundee, presents a £500 cheque to Graham Sharp, MPS, of Perth for supplying one of his customers with the winning entry form in a recent competition. Looking on at the presentation are chemist assistants — Shirley Ferrier and Shirley Dakers and assistant branch manager Elizabeth Young (right)

Good response to NPA course

The National Pharmaceutical Association is delighted with the response to its new correspondence course for pharmacy technicians. Some 125 students have enrolled for the first year.

"It would have been more, but some people applied too late," NPA training officer Ailsa Benson told *C&D*. The number of applications was over double that expected, and more than enough to make the course viable.

"A lot of the applications are from people who would not be able to get to college, and who would not get any other training. The course is filling a need in the

management market."

The NPA's business management course planned for the beginning of November is a new departure and involves small teams of three or four people competing with each other using computer simulated businesses.

The computer program used is called AIM (accelerated interactive management) and allows participants to "experience" around six to seven months of running a business during the two-day course. After a briefing on the company which they are operating, those on the course are left to make all the decisions on its running. The computer program simulates the market place.

Course tutors help review the decisions and can act as "consultants." Mr Ken Hersey, who runs the course, says people will happily work a 12-hour day. "It stretches most people but it is a lot of fun."

FPA to change male attitudes?

The Family Planning Association has launched what it believes is its most ambitious campaign since free birth control became available ten years ago.

The Association is embarking on a project, called "Men too," which aims to change the attitude of the British male. With activities including pop songs, public service announcements on television, a comic leaflet for teenage boys and courses on relationships, the campaign aims to show men the value of taking an increased share of responsibility in their personal and sexual relationships, particularly regarding contraception.

Letters to all health authorities, family planning clinics and family practitioner committees ask them to encourage men, as

well as their partners, to use the family planning services. The campaign also aims to develop the help available to men through pharmacies.

The FPA decided to launch the project because research is showing that the image of men as strong, silent, unemotional partners no longer squares with reality.

□ After recent contraceptive pill "scares" comes a new handbook from the Family Planning Association, published by PAN, which can be used as a quick reference source for professionals.

"Choices in Contraception" by Zandria Pauncefort reviews current contraceptive methods for men and women and future developments.

It compares effectiveness of different methods, factors governing choice of sterilisation, and risks of methods. It is available for £2, including postage and packaging, from the *FPA mail order office, 27 Mortimer Street, London.*

A&H take action on PI salbutamol

Allen & Hanburys have issued proceedings against Generics (UK) Ltd alleging infringement of their patent for salbutamol.

A&H are seeking an interlocutory injunction to restrain Generics from importing unlicensed salbutamol into this country. Pending a full hearing of this application, Generics on Wednesday, gave undertakings to the High Court that they will refrain from importing salbutamol not obtained from Glaxo Group or its licencees.

□ Allen & Hanburys, in association with the Asthma Society and the Friends of the Asthma Research Council, have prepared new instruction leaflets to be included in all Ventolin Inhalers as from October 15.

The new leaflets, in four colours, are based on standard patient instructions, agreed by aerosol inhaler manufacturers, in consultation with Dr Graham Crompton, a consultant physician from Edinburgh.

A number of recent surveys have demonstrated room for improvement in patient inhaler technique. This year's *C&D* Medal-winning presentation was a paper on the opportunity for pharmacists to improve patient care in this area (*C&D* September 15 and 22, pp 458 and 546).

Concentrators in — pharmacy out?

Oxygen concentrators are to be supplied to high-volume patients through family practitioner services by selected cost-competitive organisations. Cylinder supply to low-volume users will continue as at present.

Health Minister Kenneth Clarke, announcing this change in the domiciliary oxygen therapy service on Wednesday, as *C&D* went to press, said it would save the NHS more than £1 million a year.

The Government recently commissioned Arthur Anderson & Co to study cost effectiveness of current arrangements and all possible alternatives including the introduction of concentrators. "We have now studied their advice carefully and accepted their main recommendations," Mr Clarke said.

"As soon as possible concentrators should replace cylinders for patients requiring large quantities of oxygen. We propose to separate the arrangements for the supply of concentrators from the supply of cylinders because the levels of service and skills required are different. Both concentrators and cylinders will, however, continue to be supplied through the family practitioner services. We will ensure that the concentrator service is provided most cost-effectively by selecting organisations to provide it by open competitive tender on a regional basis. We can see no significant advantage in changing the current cylinder service arrangements and cylinder supply will therefore remain with existing oxygen contractors, pharmacists and family doctors, who have been providing a reliable and satisfactory service."

"Long term high-usage" therapy is, typically, the administration of oxygen to a patient for 15 hours a day, every day on a continuing basis. Such patients need 9-10 cylinders of oxygen a week.

Mr Alan Smith, chief executive of the Pharmaceutical Services Negotiating Committee, said he was confident the Committee could submit competitive tenders for the supply of concentrators through pharmacist contractors on either a regional or national basis. "We have been in discussions with the Department which will now continue apace."

PSNC will be seeking adjustment for payment to contractors supplying cylinders only, at reduced frequency. The cost of that service would have to go up, Mr Smith said. And compensation would be needed for redundant oxygen sets.

By Xrayser

Labour approves pharmaceutical privatisation

Renewed demands for the public ownership of the pharmaceutical companies were approved by the Labour Party Conference in Blackpool, on Tuesday.

A composite resolution embodying this aim and calling for the abolition of all private medicine and prescriptions, dental and optical charges was approved by 4,555,000 votes to 2,138,000.

Attacks on the Government for failing to provide adequate finance to enable patients to receive all the treatment they required dominated a debate on the NHS. The growing privatisation of hospital ancillary services was also condemned and a composite resolution calling for the re-nationalisation "with compensation for proven need" was approved.

Mr Jack Ashley, the Labour MP, was applauded when he attacked Merrell Dow, the US company which marketed Debendox. He claimed that the company had failed to compensate children allegedly afflicted with "appalling deformities" as a result of their mothers taking Debendox during pregnancy. Mr Ashley said the company are to pay £92m into a fund for children born with deformities in the US but had refused a single penny to the British children.

Calling for a boycott of Merrell Dow products, he complained that the company was deliberately exploiting Britain's prejudiced compensation laws — which were heavily biased against claimants in favour of drug manufacturers — in order to avoid its moral responsibility.

Kaopectate call

Pharmacists are asked to return all stocks of Kaopectate suspension 500ml dispensing pack — including part-used bottles — lot 12266.

After three complaints of an unusual smell the batch was found to contain micro-organisms associated with bacteraemia in infants, say Upjohn. Stock should be returned for credit to the control manager, *Upjohn Ltd, Fleming Way, Crawley, Sussex RH10*.

A spelling error on the inside cover of C&D's latest Generics List leaves Generics (UK) Ltd, advertising tamazepan — the drug on offer is of course temazepam.

Chemist & Druggist 6 October 1984

Far from the Maddock crowd?

I'm not sure whether our president is actually from the Hardy country, which is Dorset, or from Cornwall, or is it Wales?

But having studied his check list for pharmacists, (last week, p575), I am of the opinion that anyone who is far from the Maddock crowd has to be a fool with no thought to his own well-being, let alone that of the profession he graces. At first I found the president's checklist so basic as to wonder why it had to be made; then immediately called to mind a couple of places where a dozen of the items listed are ignored, or so familiar they have passed into the unconscious.

Although I reckon to run a decent business the reminders are needed by me, as well as you lot! I looked afresh at the staff in their white coats, and blanched when I saw how they had deteriorated. (The coats, not the staff!) The youngsters, who, let's be fair, get more than their share of the grubby jobs, looked distinctly shabby. The odd button missing, and a pocket torn.

Nor were the coats all that white, more a softer shade of grey? I may not like the expense but I'll have to do some replacing of protective clothing.

Similarly a sharp look around both dispensing and preparation room showed that although wiped down routinely, an immediate Autumn clean and sort-out had to begin. Anyway I usually have a thorough resetting of shelves and stock twice a year to prepare for the different demands of Winter and Summer.

Then the safety angle. What to do if fire breaks out? I have an extinguisher. The front exit is easy, the rear less so, as the key was jamming in the lock. By wiggling the key we have opened it daily without much trouble. But it's not good enough, and a new key is ordered. Finally the contract floor cleaners have pointed out some lifting floor tiles, which don't look marvellous, and could cause a tripping time.

I take pride in my pharmacy. I want it efficient, clean and attractive. This can only be achieved by regular spending of money on cleaning and decorating, and imbuing our staff with the same sense of pride, so they want to keep things up to the mark.

I've been lucky in keeping good staff who have good standards. They keep their eyes on other pharmacies, company and private, and make intelligent comment to me on how we can improve.

Finally, I have always thought it absurd

that Society inspectors have no power in law to enforce even minimum standards. As a starting point to improvement, could not they be issued with duplicate check-list forms so reports of what they find in their visits could be logged, with one copy being given to the pharmacy, and the other filed for comparison on the next journey? Legal clout it might not have, but a maintained record like that would inflict change through fear of inclusion on a list of the twenty worst premises, especially if that list could be published perhaps twice a year.

Direct sales

A letter last week about the Mary Kay direct sales force, and the Avon business set me thinking. For quite a while now there has been little sold in our district, so far as I can find out. Our last Avon lady — always eager for a fast buck — has shifted to another company.

More interesting are the efforts of the mail order film processors. If packages can be vociferous, then that's what their's are. Despite this, by motivating my staff with trips and nosh-ups at the photo labs, and subtle bonus schemes, etc, we have pulled up our sales very nicely this year. These look set to continue, with cosmetics being our next real target.

Arm-twists of the supplying companies, though greeted with surprise, may give us the means to compete and win back what we have lost. The biggest thing in our favour is the loss of novelty in direct buying, and the realisation that home selling puts people who may not have much spending money available in the position of feeling obliged to buy something. The technique is as old as Bagdad, but when recognised, can be and is being avoided.

New?

I see we are to have a new analgesic, in fact two new ones, by courtesy of Winthrop Laboratories: Panadeine forte in red, and Panadeine sol, in old-fashioned white presumably.

I am sure we will all raise thanks heavenwards for these astounding new aids for mankind.

Talk about wringing the changes! Ding dong merrily on high it may be, but it will be as nothing to the ding dong which will occur if, and when, the representative tries to sell these unjustifiable duplications into my pharmacy. I am sick to the back teeth of variations on a theme which insult the intelligence of doctor, pharmacist and customer.

Miraxid tablets and paediatric suspension

Manufacturer Leo Laboratories Ltd, Longwick Road, Princes Risborough, Aylesbury, Bucks HP17 9RR

Description *Tablets:* White, film-coated tablets, each containing pivampicillin 125mg and pivmecillinam hydrochloride 100mg. *Suspension:* Unit dose foil sachets, each containing pivampicillin 62.5mg and pivmecillinam 46.2mg

Indications Treatment of common bacterial infections including those of the upper and lower respiratory tracts, otitis media and the urinary system. For details of sensitive organisms see manufacturer's literature

Dosage *Adults and children over 10 years:* Two tablets twice a day, increased to three twice daily in severe infections.

Children aged 6 to 10 years: One tablet or two sachets twice a day, increased to three sachets twice daily in severe infections.

Children under 6 years: One sachet twice a day, increased to two twice daily in severe infections. Both tablets and suspension should be taken with or immediately after a meal or with water or milk. The contents of the sachet should be mixed with 5-10mls of water and stirred and taken immediately

Contraindications Penicillin and cephalosporin hypersensitivity

Precautions Routine liver and renal function tests are advisable with long term therapy. Safety in human pregnancy has not been established. Mecillinam and ampicillin both cross the placenta; ampicillin has been detected in breast milk

Side effects Urticaria, rashes and itching may occur. Gastro-intestinal disturbances have been observed but can generally be avoided by administration with meals.

Diarrhoea has been reported, and anaphylactic reactions may occur, though have not yet been seen

Packs Tablets in 100's (£12 basic NHS) and sachets in boxes of 10 (£2.50)

Supply restrictions Prescription Only Issued October 1984.

Paxane capsules

Manufacturer M. A. Steinhard Ltd, 702 Tudor Estate, Abbey Road, London NW10 7UW

Description Paxane 15 are green and grey capsules containing 15mg flurazepam. Paxane 30 are green and black capsules containing 30mg flurazepam

Indications Insomnia, particularly that characterised by difficulty in falling asleep or frequent night-time and early morning waking where daytime sedation is acceptable

Dosage, contraindications, warnings etc As for other flurazepam preparations

Packs Containers of 100 (15mg, £5.12; 30mg, £6.85) and 500 (15mg, £20.45; 30mg, £27.50 all prices trade)

Supply Restrictions Prescription Only

Issued October 1984.

Squibb expand ostomy range

Squibb Surgicare are introducing the following ostomy products during the first half of this month. All are available on FP10: Accuseal leg bag, 750ml (10, £11.24 trade) (ref no S475); Accuseal strip 3 (5, £4.51) (S410) which is to replace S120 Urihesive strip when stocks are exhausted; Accuseal penile sheath size 0, 20mm diameter (S400) and size 4, 40mm (S404) (both: 10, £5.36); System 2 Urostomy pouch with Accuseal tap 32mm (S322), 38mm (S323), 45mm (S324) and 57mm

50ml Neo-medrone: A 50ml pack of Neo-medrone (£4.52 trade) is to replace the 25ml pack once stocks are exhausted. *Upjohn Ltd, Fleming Way, Crawley, Sussex RH10 2NJ.*

Viskaldix markings: Viskaldix tablets are now marked with the product name on one side and a single breakline on the other. *Sandoz Pharmaceuticals Products Ltd, PO Box Horsforth No 4, Calverley Lane, Horsforth, Leeds LS18 4RP.*

Trental 400 new pack size: Trental 400mg tablets are now available in a 250 tablet pack (£40.95 trade) in addition to the existing 100 tablet pack. *Hoechst Pharmaceuticals Ltd, Salisbury Road, Hounslow, Middlesex TW4 6JH.*

Miochol repackaged: Vials of Miochol intraoccular irrigation solution are now individually packed in sterile blister packs (£6.75 trade each). They come in boxes of 12 vials. *Cooper Vision Ltd, 371 Millbrook Road, Southampton SO1 0HW.*

Cox-Continental remind pharmacists that their product Cobadex-Nystatin has not been discontinued. The product remains available but has been renamed Nybadex.

Fenbid closure: Closures on Fenbid Spansule packs have been re-designed to make them easier for arthritic patients to

(S325) all standard clear (10, £12.92), and Colodress one-piece closed pouch starter hole 19mm (S801) and pre-cut hole 32mm (S803), 38mm (S805), 45mm (S806) and 50mm (S807) all pink (30, £36.60). *Squibb Surgicare Ltd, Reeds Lane, Moreton, Wirral, Merseyside L46 1QW.*

Economy on Mucodyne forte

An addition to the Mucodyne range — Mucodyne syrup forte — contains 750mg per 5ml carbocysteine and has orange flavour.

It comes in a 200ml (£10.40 basic NHS) opaque, white, plastic bottle which has its own dosage cap. The normal adult starting dose is 5ml three times a day.

This new presentation offers improved compliance because of a more straightforward dosage and improved economy (17 per cent reduction on daily dose cost against Mucodyne adult syrup), say makers *Berk Pharmaceuticals Ltd, St Leonards House, St Leonards Road, Eastbourne, Sussex BN21 3YG.*

BRIEFS

open, say makers *Smith Kline & French Laboratories Ltd, Welwyn Garden City, Herts.*

Prostin E2 tablets — a hospital only item are now white, roughly rectangular embossed on one side to resemble a "U" and on the other "76." *Upjohn Ltd, Fleming Way, Crawley, West Sussex RH10 2NJ.*

Glucophage 500mg repackaged: From this month 100 and 500 tablet packs of Glucophage 500mg will have new labels to avoid confusion with the 850mg tablets. *Lipha Pharmaceuticals, Old Farm Road, West Drayton, Middlesex UB7 7QG.*

Prestim new pack size: From October 8 Prestim tablets (timolol maleate 10mg and bendrofluazide 2.5mg) are to be available in a 500 tablet pack (£62.58 basic NHS) to complement the existing 100 pack size. *Leo Laboratories Ltd, Longwick Road, Princes Risborough, Aylesbury, Bucks HP17 9RR.*

Generic hydralazine tablets 25mg (100, £1.56 trade; offer price £1.44) and 50mg (100, £3.06; offer price £2.83) are now available from Cox Pharmaceuticals.

The 25mg tablets are sugar coated and pale yellow. The 50mg tablets, also sugar coated, are pink/red in colour. *Cox Pharmaceuticals Ltd, Whiddon Valley, Barnstaple, Devon EX32 8NS.*

Chemist & Druggist 6 October 1984



CONTAC 400 HELPS FIGHT THE COLD WAR.

This winter, we're striking another blow for freedom from runny noses.

Our propaganda message: don't let a cold ruin your day, take Contac 400.

There'll be Contac commercials on every radio station in the country.

Playing to packed noses between seven and eight thirty am, when most people are starting their day.

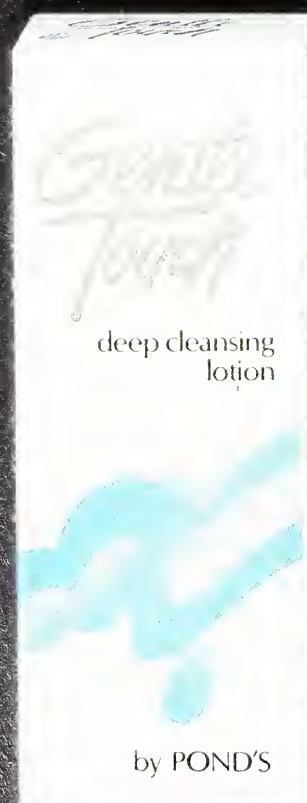
We'll also be running our 'Snuffs out Sniffles' poster again.

So prepare to meet our boom.

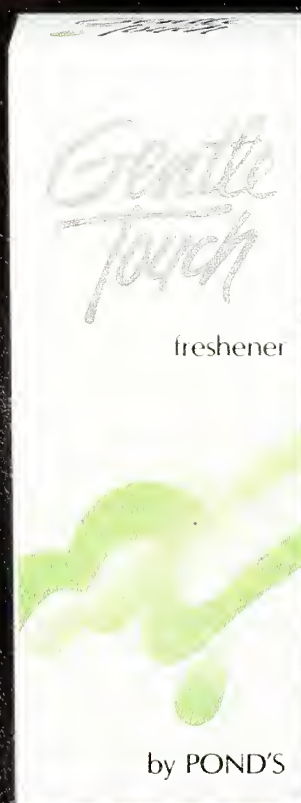


INTRODUCING A GENTLE APPROACH

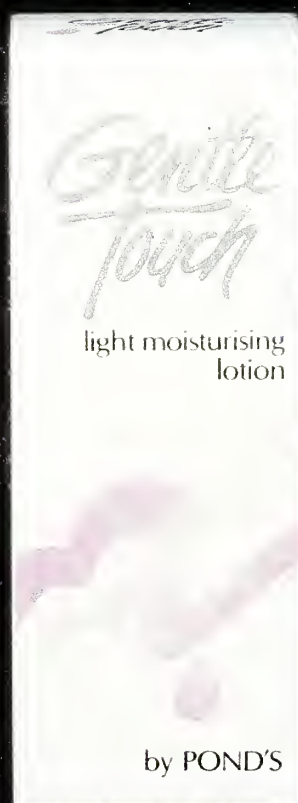
TO MODERN SKINCARE FROM A NAME YOU CAN TRUST...



DEEP CLEANSING LOTION
A product with the right consistency and balance between effective cleansing and kindness to the skin. IT WAS PREFERRED BY 75% OVER THEIR NORMAL BRAND.



FRESHENER
Specially formulated for young skins. It tones and refreshes skin without being harsh.



LIGHT MOISTURISING LOTION
Easily absorbed and non-greasy to leave skin feeling smooth, soft and fresh. IT WAS PREFERRED BY 63% OVER THEIR NORMAL BRAND.



FOAMING FACE WASH
A product developed to meet the needs of young women who like the foaming cleansing action of soap but don't like its drying effects.

NEW Gentle Touch

by POND'S

£3.25m

NATIONAL SUPPORT PROGRAMME



NATIONAL TV ADVERTISING

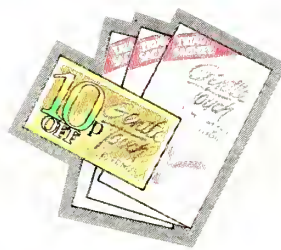
NATIONAL TV ADVERTISING

A £2.5m. national TV campaign starts in November, using both ITV and Channel 4.



WOMEN'S MAGAZINE ADVERTISING

Full page and double page advertisements will appear in all the major publications throughout the year.



NATIONAL PROMOTIONS

Four million 10p coupons and a sample sachet programme will gain trial in the launch period.



NATIONAL PR CAMPAIGN

An extensive PR campaign will publicise the benefits of a Gentle Touch skincare regime and help generate initial trial.

Gentle Touch

by POND'S

FROM

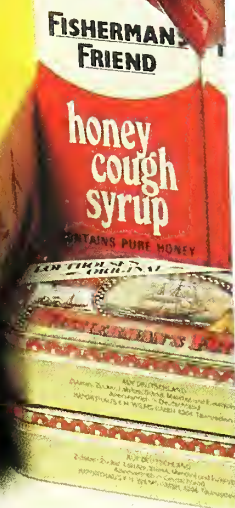


Chesebrough-Pond's Ltd.

GENTLE TOUCH IS A REGISTERED TRADE MARK OF CHESEBROUGH-POND'S LTD.

FISHERMAN'S FRIEND

*Taste
Sensation!*



Sales Sensation!

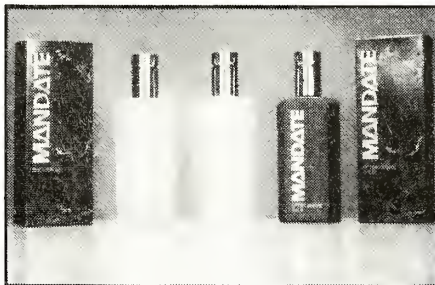
£0.6m TV support for Vantage

Vestric are spending £600,000 on a television, radio and Press campaign to promote Vantage in chemists.

A 30-second commercial will appear on TV-AM and Channel 4 every day from October 16 to November 25. This is the first time Vestric have advertised on television.

The £0.6m budget includes a £160,000 spend on radio advertising to continue to June 1985, and a further £140,000 on national Press advertising.

To go with the advertising campaign, Vantage are running a "Seen and heard" competition. A free Braun independent hair curler (£13.62) is given to all outlets who display Vestric products in their windows. Retailers can win a holiday in Monte Carlo for two if a photograph of their window display is submitted to their local Vestric branch manager and pulled out of a national draw. *Vestric Ltd, West Lane, Runcorn, Cheshire.*



Shulton have added aftershave balm (125ml, £6.95), shower gel (125ml, £4.95) and splash-on lotion (125ml, £3.95) to the Mandate range. All three are packaged in the Mandate colours of brown and gold. *Shulton (Great Britain) Ltd, Shulton House, Alexandra Court, Wokingham, Berks*

Rubinstein add two cleansers

Two products have been added to Helena Rubinstein's hypo-allergenic Protection Douce range: The cleansing bar (100g plus dish, £6.50) and fluid cleanser (100ml, £5.95; 200ml, £9.50) contain no added fragrance or colourants. "Both contain a complex similar to the skin's protective hydro-lipidic film," say *Helena Rubinstein Ltd, Central Avenue, West Molesey, Surrey.*

Nurses to take Wright's vapours

LRC Products Ltd are to double their spend on advertising Wright's vaporizer in the nursing Press.

From next month to January 1985 LRC Products are spending £50,000 on advertisements in magazines which include *Midwife, Health Visitor, Community Nurse, Journal of District Nursing, Maternal and Child Health*. *LRC Products Ltd, North Circular Road, Chingford, London E4 8QA.*

Shine on Varta

Varta have added a Tuflight rubber torch (£3.25) to their range.

The torch has a steel case covered with ribbed rubber. Other features include a squared profile so that the torch will not roll and a metal hanging ring. *Varta Batteries Ltd, Varta House, Gatwick Road, Crawley, Sussex RH10 2XH.*

Who's the world's largest dry cell battery manufacturer?

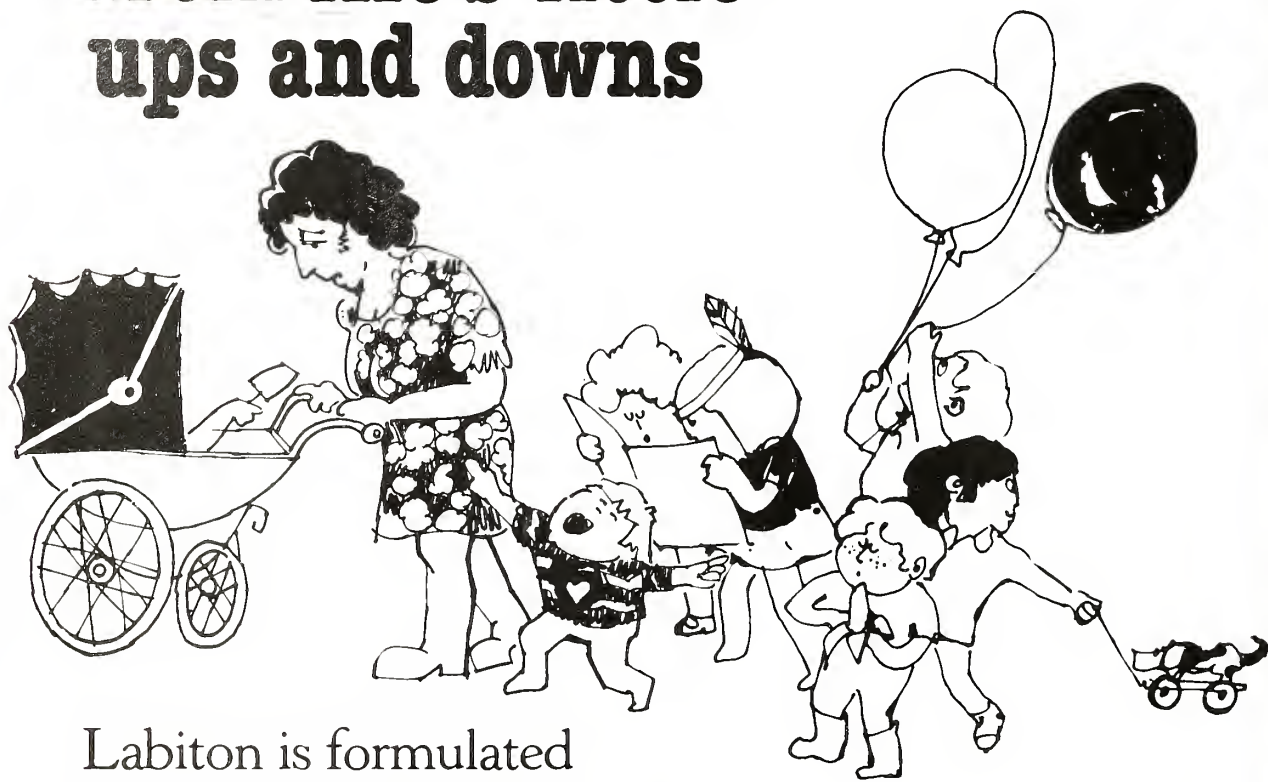
Whose batteries are used by NASA?

Put your profits out of this world?

See pages 620, 621



The tonic to give relief from life's little ups and downs



Labiton is formulated to overcome tiredness and listlessness. It also contains Vitamin B₁ to make up deficiency resulting from recent illness or anorexia.

Recommend

LABITON[®]

Kola & Vitamin tonic

**the pleasant way to
ease life's little problems**



Laboratories for Applied Biology Limited
91 Amhurst Park, London, N16 5DR

Labiton is a trademark

Kodak roll out Christmas plans

Kodak this week unveiled their promotional plans for Christmas.

The Kodak disc 3500 and 4000 cameras will be packaged in a seasonal sleeve, incorporating a new Christmas theme using "photo corners." Sales representatives also have "festive goodies" for dealers stocking Kodak cameras.

Dealers ordering 10 or more assorted disc and Kodamatic instant cameras, can get an extra 5 per cent discount on deliveries between October 1 and November 30. There are lower prices for the instant camera models 930 (£15) and 950 (£25).

Dealers buying 100 or more Kodak instant films (any mix) will receive three Kodamatic party-star instant cameras free. These cameras may be loaned to customers for party picture-taking and other social occasions, providing they buy one Kodamatic instant film. A new promotional pack includes three window posters, three leaflet holder showcards, and one dealer-own advertisement.

Dealers ordering any Kodak cameras for delivery between October 1 and November 30 can obtain extended credit and a promotional allowance. Sales representatives have the details.

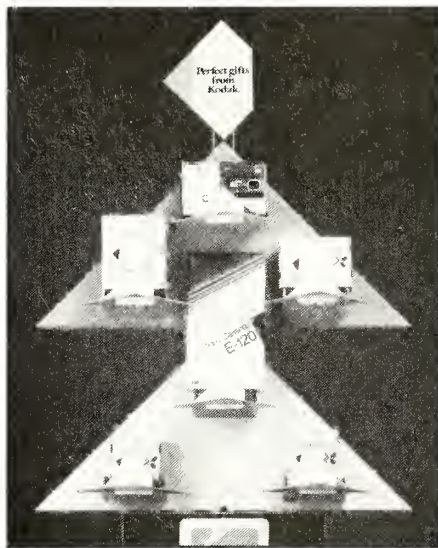
An improved Kodacolor VR disc film now incorporates T-Grain emulsion technology. The film will be included in all disc film twinpacks and disc camera outfits this Christmas. Later this year, there will be an improved version of the high-speed 35mm Kodacolor VR 1000 film, at the same price as the current product it replaces.

The instant colour film (PR10) will be available with the Trimprint feature, which means that users can have instant prints closely resembling slim traditional prints, making them suitable for mounting in albums or carrying in wallets.

On December 1 there will be a price increase of about 10 per cent (or a little more in some cases) on all Kodak amateur colour films, except Kodacolor VR roll films. Details will be sent out shortly.

Twinpacks of Kodacolor VR200 film in disc, 110, 35mm sizes and Kodachrome 64 film in 35mm size will be packaged in silver, red, yellow and green gift boxes, with the "photo corners" theme. They can be hung from a Christmas tree. Sales representatives have details of bonuses.

Available in limited quantities only are twinpacks of the new Kodak video tape (Beta and VHS) in a Christmas package. A gift wrapper echoes the same theme as the wrappers on Kodak films and cameras.



The video tape twinpacks carry an offer of "6 for a 5-hour price," ie instead of the usual basic price of £8.92 for 2 x 3-hour tapes, the basic price for this special Christmas twinpack is only £8.23. These prices are subject to the usual discounts.

There is a minimum order of 10 twinpacks of video tape and distribution starts this month. Each order will be accompanied by a display pack.

A new 30-second Kodak television commercial features Peter Bowles explaining why Kodak disc cameras "make some of the best gifts in Britain". The commercial will be shown nationwide from mid-November through to mid-December and will be supported by advertisements in the national Press.

The Kodak special film twinpacks will be advertised in the national Press tabloids starting mid-November and running into December. The professional endorsement colour campaign in the Sunday supplements will carry on into the Winter and the "famous artists" series will continue on the back covers of the top photo magazines.

Perimeter board advertising will carry the film message into the homes of the multi-million television soccer audience during the winter.

The twinpack offer of Kodak video tape will be advertised in the national Press, in the *Radio Times* and *TV Times* and in the photo trade Press. Continuing the link with football, Kodak will have boards at most of the televised football games.

A new Kodak Christmas design theme using "photo corners" will be co-ordinated through a range of display items. There is a central display "Christmas tree" unit to take a mix of cameras, films and video, a counter showcard disc cameras, a decorative hanger featuring all the main Kodak products on a line of Christmas stockings, and a showcard promoting film twinpacks. Five million homes throughout the UK will each receive a Kodak gift guide leaflet featuring 11 gift ideas.

Photo dealers will receive their point-of-sale material with orders. Queries should be referred to Joanne Archer, Kodak Ltd, Hemel Hempstead, Herts.

Vocal support for pastilles

Vocalzone pastilles are being supported by a £50,000 campaign aimed at a "wider market for all users of the voice."

Advertising coverage includes the specialised Press such as *Stage Magazine*, national newspapers — *Daily Mail*, *Daily Mirror*, *The Sun*, *My Weekly*, *Sunday magazine* and *Reader's Digest*. The campaign will continue through to December.

Distribution for Vocalzone pastilles (£0.97) is being widened to all pharmacies and "generous" bonus schemes are offered, say Thomas Guest. POS material holding 12, 25g boxes is available from Thomas Guest & Co Ltd, Park Road, Overseal, Burton-on-Trent, Staffs.

Prize match

A four-seater saloon car and a £1,000 diamond ring are first and second prizes in Cow & Gate's "match prize to town" competition for retailers.

To qualify for entry, a minimum transfer order of 25 cases of any Cow & Gate product must be placed. An order of 55 or more cases qualifies for four entries. Twenty prizes are offered in total.

The basis of the competition is to decide which town listed on the entry form is the best location for the manufacture of each article offered as a prize. Entry forms are available from Cow & Gate representatives. Cow & Gate Ltd, Cow & Gate House, Trowbridge, Wilts.

Stylish mousse

Larissa Ann Cosmetics are launching a 200ml hair styling mousse with conditioner (£1.29) to go with the 75ml size already on the market. The mousse comes in selfasta units of 12. Larissa Ann Cosmetics Ltd, 1 Willis Way, Fleets Industrial Estate, Poole, Dorset.

Clinicomb jump

Laughton & Sons, the manufacturers of the Lady Jayne, Miss Jayne, Twinco and Stratton ranges, have taken over the distribution in the UK of the Clinicomb. Laughton & Sons Ltd, Warstock Road, Birmingham B14 4RT.

LONELY HEARTS

**If Jōvan Musk Oil
can empty these, think
how our range
will empty your shelves.**

● **MUSCLE BUILDING PAGAN MAN**,
own cave Hampstead Heath, seeks Pagan
lady with long hair and fur coat to warm
him at night. Box 66

● **ATTRACTIVE** sensual graduate male
23. Studying the philosophy of Sex Appeal.
Seeks musky lady to help with practicals.
Box 69

● **CHIROPODIST** needs sole companion
to toe the line. Harold. Box 84

● **MG OWNER** seeks easily impressed
young lady. Box 277

● **ADMAN** seeks legal, decent, honest and
truthful relationship. Box 384



Jovan Musk Oil brings people together better than any Lonely Hearts column.

Which is precisely what we're suggesting in our new pre-Christmas advertising campaign.

With whole page colour ads in SunDay magazine and women's press, it can't fail to score.

Of course, Jovan have other baits with which to lure your customers.

And like your customers, they come in male and female variants.

To support the campaign our sales teams are girding their loins for action.

They'll be calling on you soon to advise you on stocking, pricing and merchandising.

All of which should lead to increased sales and, of course, increased profits. And that has to be an attractive proposition.

JÖVAN

RoC's plans for Autumn

Les Duos de Fete is the name of four duo powder eyeshadows being introduced into the RoC make-up range for Autumn.

Presented in cream compacts, the eyeshadow (£6.50) comes in four colour schemes and a merchandiser containing four of each is available.

Gentle face wash (125ml, £4.45), "a one-step cleansing routine for all skins" and repair concentrate (30ml, £13.95) "a night revitalising treatment," have been added to the skin care range. To promote repair concentrate a merchandiser containing 12 units, a tester, consumer leaflets and showcards is available.

RoC are presenting their complexion products in the ivory/burgundy packaging to complete the relaunch of the make-up range. The relaunch of the hypo-allergenic skin range in white, blue and gold presentation will be "virtually" complete say RoC, with the repackaging

of eye make-up remover gel and lotion, ultra-fine cleansing base, and compact facial cleanser.

The basic cleansing range has been repackaged and renamed: clarifying cleanser and freshener for oily skins; softening cleanser and freshener for normal and combination skins; soothing cleanser and freshener for dry skins and extra gentle cleansing cream and freshener for very dry skins. *RoC Laboratories UK Ltd, Avis Way, Newhaven, Sussex BN9 0JX.*

Scholl's support

Scholl are offering the consumer 50p off six shades in the Lite Legs gentle support tights range. On-pack stickers bear the offer price of £1.49. A 12in wide floor stand, holding nine dozen pairs, colour cards and leaflets are available. The Lite Legs range will be advertised on Tyne Tees television throughout October. *Scholl (UK) Ltd, 182 St John Street, London.*

More Pearls

Six months after launch, Cussons are promoting Pearl soap with a six million door-to-door leaflet distribution.

The leaflet promotion includes a coupon worth 5p redeemable against packs of Pearl. A lucky number competition matching the leaflet's bar code against that on-pack, offers one thousand prizes. Customers can send for a set of cultured pearl ear-rings for £3.99 with three proofs of purchase. *Cussons (UK) Ltd, Kersal Vale, Manchester.*

Pocket Braun

A Pocket battery shaver (£9.95) has been added to the Braun range.

The shaver features a platinum coated foil, protective travel cover, built-in cleaning brush and comes in black only. *Pharmagen Ltd, West Lane, Runcorn, Cheshire WA7 2PE.*

IT'S BACK IN TINS TO MAKE YOU A PACKET

There's nothing quite like the traditional highly distinctive Valda tins. That's why they're coming back onto the shelves to make Europe's best selling pastille even more popular than ever.

A MESSAGE WITH A PUNCH

We'll be pushing the new repackaged Valda pastilles with a series of ads in "Punch" and posters at railway and tube stations. They're original, eye-catching and they effectively project Valda's image as the alternative throat pastilles.

Valda are also available with generous deals for wholesalers and retailers alike from your Pharmagen representative.

So if you'd like to make a packet on Valda contact:

**Pharmagen Ltd., West Lane,
Runcorn, Cheshire WA7 2PE.
Telephone: 0928 712918.**



VALDA



THE ALTERNATIVE THROAT PASTILLES

Available from your Pharmacist



Crookes extend vitamin range

A £200,000 spend in the women's Press is supporting an extended range of Crookes vitamin supplements.

The range includes Crookes halibut liver oil capsules (vitamins A and D) (120, £1.39) and wheatgerm oil capsules (vitamin E) (100, £1.89). New introductions are vitamin B capsules (B1, B2, B6, B12, calcium pantothenate, choline bitartrate, biotin, inositol, yeast), (60, £1.99), vitamin B6 tablets 50mg (100, £3.85) and chewable vitamin C tablets 50mg (200, £1.49).

A pre-packed display unit holds half a dozen of each vitamin plus consumer leaflets. Retailers ordering the unit will receive a free copy of "Britain — A Country Compass" (£6.95).

Crookes vitamins, Crookes One-A-Day and Crookes Sport are on display at the health and fitness exhibition — Physical '84 — in London from October 8-12.

"The UK vitamins and tonics market has shown robust and healthy growth — up by 25 per cent in 1983. Single vitamins again have around a third of total sales," says the company.

Crookes are also offering a bottle of port and jar of stilton cheese to all chemists buying one dozen each of 30 tablet bottles with iron and without iron plus one dozen of 60 bottles with iron or without iron or a combination of both variants. The promotion lasts from October 1 to November 30. *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham.*

Boutique offer

Two packs of Boutique cotton wool pads are available for £1.09 with a free 42ml bottle of Milgard baby cleansing milk in Kimberly-Clark's latest promotion. The free cleansing milk offer is also available on Boutique cotton wool in a box (£0.49). The promotion lasts till the end of November, say *Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent.*

Chemist & Druggist 6 October 1984

Delore for 'Strong' nails

A nail hardener and nail polish dryer (7.4ml £5.95) has been launched by De Witt International. "Delore can not only harden your nails but also soften and eliminate rough cuticles" says the company. Nail polish does not need to be removed before the hardener is applied to the nail and it can also be used as a nail polish dryer: "Delore can dry nail polish to a hard high gloss finish in just minutes".

An introductory offer size (2.5ml) is offered at £1.25. Cartons contain a leaflet on the products' uses. A green and gold counter dispenser holding 12 of each size is also available. *De Witt International Ltd, Seymour Road, London E10 7LX.*

It's Only Natural

Only Natural Products are introducing a new recipe muesli bar (34g, £0.19).

The bar is "high in cereal fibre and natural nutrition and without preservatives, additives or artificial colouring of any kind", says the company. Its sweetness comes from raw sugar, mixed fruits, nuts and honey. *Ernest Jackson and Co Ltd, Crediton, Devon.*

Arrid extra free

Arrid extra dry for men (150ml) will feature a "25 per cent extra free" promotion on both scented and unscented variants.

A promotional pack of two 75ml cartons of Linco-Beer shampoo for £1.19 is also available. *Carter Wallace Ltd, Wear Bay Road, Folkestone, Kent.*

Re-usable spray

Parfums Molinard have redesigned the cap on their Molinard de Molinard natural spray bottle (30ml) to make it refillable.

The bottle with a matt-glass frieze comes with a gold screw top and matching cap. "Many women buy empty attractively designed bottles costing several pounds to put their favourite perfume inside. Now when the new spray bottle is empty it may be refilled and kept as a convenient handbag-size spray," says the company. *Frangere Ltd, PO Box 201, 17 Winwick Street, Warrington WA1 1XR.*

No.1 in Hair Care

Lady Jayne means the very latest in hair fashion styles. New, exciting products launched regularly. All packaged in eye-catching pastel colours, that harmonise perfectly, to create in-store excitement.



A selection from the vast, ever-changing range of Lady Jayne Hair Fashion Accessories. The signature on the Brand Leader is

Laughton & Sons Limited,
Warstock Road, Birmingham
021-474 5201

Pretty Polly add support

A chemist-only hosiery support range has been launched under Pretty Polly's Galaxy label.

The range comprises five styles in six shades — 15 denier subtle support tights £1.05, Spring-feeling tights £1.07, medium support tights and stockings (£1.69, £1.49), and firm support tights £2.49.

"The Galaxy support styles are a logical addition to our range for pharmacy since women suffering from tired, aching legs or varicose veins usually look to their local chemist for a specialist product," says marketing manager Dave Hawkins.

A counter or free-standing unit holding six-dozen packs is available. *Pharmagen Ltd, West Lane, Runcorn, Cheshire.*

Afrazine gets a revamp

Afrazine nasal decongestants have been relaunched in blue, red and white packaging carrying the claim "up to 12 hours relief."

Makers Kirby-Warrick say the packs are designed to encourage pharmacists to display the product. A counter merchandising unit designed for Pharmacy only medicines is available from the company's sales force plus window showcards and business hour cards.

A display incentive and three-tiered offer on nasal drops, spray and paediatric drops supports the relaunch. Afrazine menthol is also on special offer. *Kirby-Warrick Pharmaceuticals Ltd, Mildenhall, Bury St Edmunds, Suffolk IP28 7AX.*

More ICML STs

ICML are launching two additions to their sanitary towel range — regular 10s (£0.33) and 20s (£0.58).

New packaging pictures a young woman against a pastel background, with the corporate magenta logo on top. POS material is included in Numark merchandising kits.

A competition for retailers offers a long weekend for two in Finland. Nusoft sanitary towel products will be advertised in November in national newspapers and on Ulster Television. *Independent Chemist Marketing Ltd, 51 Boreham Road, Warminster, Wiltshire.*



Deodorant for sporty types

Gillette have launched an aerosol deodorant called Right Guard Sport, designed to appeal to active men and women.

The dry spray deodorant has "an effective wetness and odour protection with a fresh fragrance," says the company. It is available in a 110ml trial size (£0.69) and in 150ml (£0.99).

The pack design features a sports graphic, and the 150ml size carries an on-pack sports bag offer. The bag, which Gillette say is worth £5.99, is on offer at £1.99.

The company says Right Guard Sport will be supported by television advertising and sporting promotions throughout 1984-85. *Gillette UK Ltd, Great West Road, Isleworth, Middlesex.*

Cash refunds from Dixcel

A £1m advertising campaign is supporting Dixcel's on-pack promotion featuring cash refunds of up to £5.

Consumers have to collect tokens from any Dixcel pack to obtain refunds. Seven tokens are needed for a £1 refund, and up to 30 tokens for the maximum £5. There is one token on packs of plain and Spring-time toilet tissue (two-roll pack) and all Dixcel facial tissues; two on Superchoice and pure white kitchen towels; and four on Dixcel six-pack toilet tissue.

A free starter token is featured on in-store literature and in press advertisements. Closing date for applications is March 23 1985.

Advertising support begins October 8, continues through to December and features television, radio, women's Press and national newspapers. *British Tissues Ltd, Lowlands Road, Harrow, Middlesex.*

Xmas glitter

Six glitter shades called Hot Lacquers are to be added to the Cutex range in November.

Two new Strongnail colours are rethink pink and flash fuchsia (£1.20) while the Colourguard range will feature scarlet, neon, 18k and diamond dust (£0.99).

A display card is available for the merchandiser showing a model with nails painted in neon stripes. Leaflets show how the consumer can achieve the same effect. *Prince Matchabelli, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

Tudor additions

Tudor Trading have added three products to their Gerovital range: nourishing night cream, hydrating day cream for both dry skin and oily and normal skin. All come in 60g jars (£6.82). *Tudor Trading Co, PO Box 94, Edgware, Middlesex HA8 0JP.*

Ten magic pens

Aquafresh 3 toothpaste is available in large twin-packs (2 x 50ml, £0.60) and giant twin-packs (2 x 125ml, £1.00) and carries an on-pack offer of free "magic pens."

The ten pens plus a colouring frieze, are free to any consumer sending in one of the twin-pack cartons plus a single carton in a similar size. In addition, the giant twin-pack contains two free pens. *Beecham Proprietaries Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*



British women's hang gliding champion and world distance record holder Judy Leden has been given the "key to freedom" by Lilia White. The company agreed to sponsor her in the Himalayan world hang gliding rally, the Eger Cup in Hungary, and in forthcoming events

Unpacking a case of Classic



could mean packing a case to Paris.

Before you open a case of Classic, just make sure that your passport's in order.

Because you'll have the chance to win a long weekend in Paris for two, worth £1,000.

Yet even if you're not the lucky winner, you'll still find every case is worth points. Points you collect towards other valuable prizes.

From silver plate to Wedgewood. Webb Crystal to carriage clocks.

Just send in the coupon or see your Cussons salesman, to find out how one case could lead to another.

This promotion is underway now and all orders received by 31.12.84 will qualify.
Gifts must be redeemed by 31.1.85.

Name _____

Address _____

For further information complete coupon and send to:
Mike Fallon, Chemists Division, Sales Manager, Cussons UK Ltd, Kersal Vale, Manchester M7 0GL, or Tel: 061-792 6111.

Classic



Why get upset about head lice?

When your customers ask your advice about a louse treatment, always recommend Prioderm® (malathion) or Carylterm® (carbaryl) preparations.

Both of these modern insecticides kill lice and eggs within seconds of contact. In one application. Even lice now resistant to some other insecticides. And with a residual effect that prevents any new infestations for up to six weeks.^{1,2} Could any other recommendation be more effective than this?

Recommend the most effective treatments of all.



The Napp Comb
Improved design, superior to other combs on the market. Designed to remove dead eggs and nit from hair cleanly and easily. A useful adjunct for every insecticide customer.

Prioderm® and Carylterm® preparations

Napp Laboratories, The Science Park, Cambridge CB4 4BH Member of Napp Pharmaceutical Group

References 1 J Roy Soc Health (1977) 97, (6), 291 2 J Roy Soc Health (1979) 99, (4), 173 © Napp Laboratories Limited 1984 ® Prioderm and Carylterm are Registered Trade Marks

NAPP

Cash prizes with Haze

Reckitt & Colman have launched a promotional campaign to support Haze.

The campaign logo, "The Haze campaign for a better atmosphere" will appear on all packs until the end of 1985, with offers on key products in the range.

Haze aerosols feature a consumer cash competition in which products from the range have to be matched with rooms in the "Haze home." By collecting up to five proofs of purchase from a Haze campaign pack the consumer can win from £1-£5, with a £1 bonus for five entries.

Haze carpet freshener carries a competition offering a prize of £2,000 of carpets. An on-pack promotion on Haze pomander features a competition with a £1 cash prize.

All the promotions will be supported with on-pack coupons whose value will depend upon the number of Haze purchases made. *Reckitt & Colman Products Ltd, Pharmaceutical Division, Dansom Lane, Hull.*

Once shampoo appears twice

Reckitt & Colman have introduced a 250ml size of Supersoft Once shampoo (£0.99) in both normal/dry and greasy variants. The 125ml size (£0.68) is meanwhile being promoted with a free extra 25ml.

"Figures support the fact that 41 per cent of the shampoo market is in bottles of over 200ml," says the company who put the reason down to increased frequency of hair washing. Supersoft shampoo is also being launched in a 250ml size (£0.79). *Reckitt & Colman Products Ltd, Dansom Lane, Hull HU8 7DS.*

Oxy on TV again

Oxy-5 and Oxy-10 are to be advertised on television again in Yorkshire and Tyne Tees through until mid-November.

Northcliff-Thayer say that after the first burst of advertising in June and July sales in the two "TV" areas increased by 21 fold during the period of advertising, and awareness of Oxy as a spot treatment rose from 18 per cent to 76 per cent. *Northcliff Thayer division, Berk Pharmaceuticals Ltd, St Leonards House, St Leonards Road, Eastbourne, Sussex BN21 3YG.*

Chemist & Druggist 6 October 1984



Seton are introducing strapping and an athletic support to its Prosport range.

The cohesive coating of Prosport strapping (£2.25) "means that it sticks to itself but not to skin or hair," says the company. It is moulded to the body with the warmth of the hand and the elasticity of the fabric allows the tension to be adjusted. It is available in either flesh or white and in 60mm and 80mm widths.

Prosport athletic support (£3.25) comes in three sizes — small, medium and large. A launch bonus is available on both products. *Seton Products Ltd, Tubiton House, Medlock St, Oldham, Lancs.*

Reach go firm

Johnson & Johnson have introduced compact head firm (£0.92) and long head firm (£0.92) to the Reach toothbrush range.

Consumers will be able to get half their money back in an offer featured on-pack. "The heads of the toothbrushes are firm as opposed to hard which is important in preventing gum abrasion," says the company. Display units holding one dozen of each toothbrush are available. *Johnson & Johnson Ltd, Brunel Way, Slough, Berks SL1 4EA.*

Vale extras

Three vitamin E and aloe vera products have been added to the Vale of Health range: moisturiser (200ml, £2.25), shampoo (250ml, £1.45) and conditioner (250ml, £1.45). Distribution of Vale of Health products is now carried out by *Farillon Ltd, Bryant Avenue, Romford, Essex RM3 0PJ.*

Sanderson move

Pharmagen have taken over the distribution of the products of Sanderson Chemists. Orders for Sandersons cough linctus, throat specific mixtures and pastilles, together with Brontussin sugar free cough mixture, should now be directed to *Pharmagen Ltd, West Lane, Runcorn, Cheshire WA7 2PE.*

Home-use blood pressure meter

Following the success of their two electronic blood pressure meters, Philips are launching a "second generation" digital blood pressure meter HP5306 (£70), which produces accurate results down to 0.1 mmHg.

The HP5306 does not have a microphone in the cuff so there is less need for accurate placement of the cuff over the artery. The meter shows both diastolic and systolic blood pressure readings in digital form on an LCD display. By pressing a button after taking the blood pressure measurement, the pulse rate can also be read.

The meter is provided with a high speed, high resolution digital pressure sensor, measuring the cuff pressure every 20 milliseconds with an accuracy of 0.1 mmHg. During the measurement a micro-computer continuously checks all the data to eliminate deviations. *Philips Small Appliances, Drury Lane, Hastings, Sussex TN34 1XN.*



ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is
Bt Breakfast Television	C4 Channel 4	

Askit powders: So, G
Cidal soap: Bt, C4
Crookes One-A-Day: All areas
Fairy toilet soap:

All except Lc, We, G, CI, Bt, Cr

Hermesetas Gold: All areas
Lite Legs: NE
Milton: All areas
Moncler Derma: All except U
Oil of Ulay: All except U
Pampers: Sc, A
Philishave rechargeable shavers: All areas
Remington Micro-screen shavers: All areas
Sanatogen: Bt
Seven Seas: M, NE, A
Simple soap & skincare: Bt
Topep: All except Sc, G



Terry Chapman, Production and Technical Director of Grunwick Processing Laboratories.

The First Go

Throughout the first four months of the 1984 Kodak Award for Quality Scheme, Grunwick Processing Laboratories Ltd. of Borehamwood and Thomas Litster of Peebles regularly appeared in the Table of Merit. Both earned Silver Awards and we are delighted to announce that their consistent performances have now won them the highest accolade of the photofinishing industry - the first Kodak Gold Awards for Quality in 1984. A just reward in our opinion for these two laboratories in their quest for the highest processing quality.

We are also delighted to welcome Colourcare International of Downton to the ranks of the 1984 Silver Award winners for their outstanding performance in June and July.

TABLE OF MERIT, JULY 1984

Anglia Photo Works, Cambridge
 Colorama Processing, London
 Colourcare International, Downton
 Colourcare International, Mitcham
 Colourcare International, Morley
 Colourcare International, Neath
 Colourcare International, Newmarket



Mr. Thomas Litster, Managing Director of Thomas Litster, Peebles.

Wds of 1984

Grunwick Processing Laboratories Ltd.,
Borehamwood
Thomas Litster, Peebles
Nashua Photo Products, Paignton

THE KODAK AWARDS FOR QUALITY

The competition is open to all independent photofinishers who use Kodak 'Ektacolor' Paper

and formulated Chemicals.

Kodak and all its subsidiary companies are excluded.

All photofinishers who regularly and continuously return full sets of quality monitoring strips to the Kodak Monitoring Service are automatically included in the scheme which runs from April to December 1984.



**Smile. It's on 'Kodak' paper.
It makes your pictures better.**



Kodak and Ektacolor are trade marks.

It's Danger Mouse versus Bananaman

Bananaman, Danger Mouse and Mr Sneeze may not mean much to the older generation, but to kids they're today's heroes. And when you're manufacturing and marketing products aimed at children, they could be your company's most important salesman.

To succeed with products for children, manufacturers must first attract their interest and then convince parents the product is worth delving into pocket or purse. Achieving this is becoming more and more difficult as the American invasion heats up, putting pressure on both the retailer's shelf space and the consumer's cash.

Disney started the ball rolling in the US with Mickey Mouse and friends 50 years ago but it is only in the past few years that the UK toiletries market has exploited this veritable

goldmine.

One company that has been involved from the start is Richards & Appleby who, back in 1978, launched a range of Paddington Bear toiletries. The success that follows has seen the company gradually build up a respectable portfolio. In that time however, the market has seen some dramatic developments. Says R&A marketing director Gordon Robinson: "It was enough a few years ago just to put a picture of a character on a piece of soap or any toiletry and it would sell well. The market now is far more sophisticated both in terms of competition and consumer attitudes.

"It's not enough nowadays just to look at a character and say it's going to be in a book or on television; nowadays there are an awful lot of characters on television and in books."

Character integrity

Co-ordinating the overall presentation of a character is the job of the licensing company. One such company is Copyright Promotions (CPL). Set up some 10 years ago by joint managing directors Richard Culley and David Cardwell, the company has built up an impressive list of "clients" — Danger Mouse, Wind in the Willows, Bananaman, Tom & Jerry and Victoria Plum.

Their biggest success to date has been Mr Men. Spin-offs since the initial launch of six books in 1974 include soft drinks, footwear, jigsaws and sunglasses. In all, there are now some 750 Mr Men products on

the market notching up sales topping £30m each year for the 70 licensees involved. Last year alone Lyons Maid, for instance sold 20 million Mr Men ice lollies.

Copyright normally gives manufacturers UK licences for a one-year term with the option of renewing them for a further year. Royalty rates are usually based on manufac-

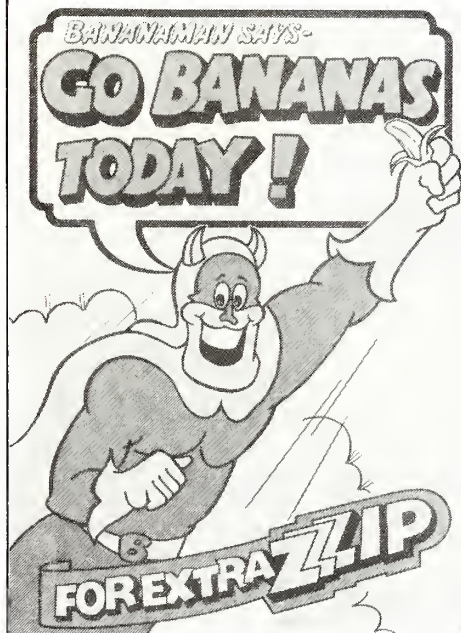


turers' wholesale selling price, and paid each quarter. They can vary from character to character depending on the product.

Having the ability to spot the money spinners is the key to success for both licensing company and manufacturer. Says Gordon Robinson "We look at characters to see how we can translate them onto a pack. We try to work on the basis that if there's no television support we could still sell the product on its presentation". Companies naturally look for characters which will last for several years so enabling them to recoup the cost of design and development. (Who remembers the Black Hole? The Disney film's offshoot products lasted only one season.) Getting the right product and the "look" is all important and fraught with difficulties. "I've got an archive full of wonderful construction that cost an arm and a leg to produce," says Gordon Robinson.

Richards & Appleby aim to maintain a portfolio of products specifically targeted to

continued on p616



Symbols for purity and health



Only found on Cantassium vitamins, minerals and diet foods —
the Professional's choice.

Sole chemist distributors Dendron Ltd.,
94 Rickmansworth Road, Watford, Telephone No. 0923 29251.

© Rita Greer



Now something can be done for mouths as dry as this.

A product specially formulated for the relief of dry mouth is now available.

Salivix. A sugar-free pastille developed in consultation with dentists. It actively moistens the mouth.

Tests have shown that the buffered malic acid stimulates saliva secretion—without damaging the teeth.

Saliva doesn't just improve oral comfort and make dentures more manageable. It also promotes oral hygiene. Decreased salivation increases the risk of dental caries and mucosal infection.

In clinical and symptomatic dry mouth, tutti-frutti flavoured Salivix may be taken as required. Something positive can now be done for dry mouth.

Thames Laboratories Ltd

The Old Blue School, 5 Lower Square, Isleworth, Middlesex, TW7 6RL.

Salivix is available only through pharmacists and dentists. If you'd like to know more return the coupon.

To Thames Laboratories Limited, The Old Blue School,
5 Lower Square, Isleworth, Middlesex, TW7 6RL.

I would like—more detailed information ☐

consumer leaflets ☐

samples ☐

Name _____

Address _____

Salivix

CD/2

Actively moistens the mouth

continued from p614

two different markets — young children and teenagers — subdivided into male and female. While Danger Mouse with bright brash colours is targetted at boys who like to collect badges (these are featured strongly on-pack), Victoria Plum is a line for the girls. But there is scope for manufacturers to develop the character.

"Though the Victoria Plum books appeal to girls aged 6-9 we found that if the pack was designed in a certain way we could cater for a wider audience. Letters we have received from consumers in their late teens have shown we were right."

Of the remaining two lines in the R&A portfolio, both Wind in the Willows and Fraggie Rock have across-the-board appeal with Wind in the Willows portraying a somewhat "British" image and Fraggie rock taking a more racy approach.

Once the decision is taken to run a new character — "we probably see 20 possibilities a year and would only take one or two" — the company involved is always interested to see who else has taken up licensing rights. "If it's a company we rate, it makes it easier to work together and we know the standard will be acceptable," says Gordon Robinson.

"We can take a character, interpret it with the best possible pack at the right price point only to find cheap shoddy products being produced elsewhere."

To maintain standards CPL have their own artwork controller checking merchandise produced by the licensees. Once a contract is signed, the company is given reference material for any artwork they produce and the final result checked by both CPL and the copyright owner to see it has been interpreted correctly.

Co-ordination of manufacturers was taken a step further with the launch of Vic-

toria Plum. The character started out as a design on greetings cards, and it was CPL who brought in Angela Rippon to write four children's books. From there Victoria flourished — the involvement of a TV personality being enough to give the character impetus that could only otherwise have been achieved by a TV series. Within 12 months of the launch, some ½m books had been sold, and the flurry of activity in merchandising resulted in over 250 individual items hitting the market. Apart from toiletries, these range from rubbers, balloons and pencils to slippers, bedding and carpets. To date there are 38 books on the market and plans underway for a TV series.

New aggression

Launched with Victoria Plum was a new approach to character merchandising in this country. Several manufacturers involved clubbed together and made a generic advertisement — a sign that the British market is becoming more aggressive.

Says Lynn Atherley of CPL: "It used to be that we never took a character unless there was some mass exposure on TV." That exposure nowadays is coming just as much from advertising campaigns as actual TV series. American toy manufacturer Hasbro for instance is spending £¾m advertising My Little Pony — a range of three ponies for aspiring horsewomen.

Another American import — Rainbow Brite — can be expected to hit the UK market next year, again supported by a large promotional spend which will include television advertising.

Until 1983 all the characters handled by CPL were of British origin. That has now changed with their appointment as UK agents for Pink Panther and Tom & Jerry.

Whatever the source of the character, whether it be lifted from a greetings card as in the case of Sarah Kay, Victoria Plum, and



Danger Mouse — one of Copyright Promotion's biggest "clients"

the Woofitts, or comes out of a book or television series, manufacturers are always involved in an element of risk.

Characters usually fall into one or two categories — the tried and trusted steady sellers such as Paddington Bear or the "overnight sensations" when sales are concentrated into a short space of time. ET was a phenomenal success while the film did the rounds but no longer has the same pulling power, hence any character merchandise around is now getting left on the shelf.

Getting the right character on the right product is the responsibility of the licensing company. CPL point out that while a Mr Men yoghurt is acceptable, something like a wargame would go against the overall image that is being portrayed. It was CPL who advised D.C. Thompson that Desperate Dan would be a difficult character to build a TV series around and suggested as an alternative that Bananaman be used instead. That character has since been picked up by banana importers — Fyffes, Geest and Jamaica Producers and used in a generic promotion. Sales of bananas have actually increased since the start of the campaign — the first since the "Unzip a banana" campaign in the 1960s. (Both Bananaman and Mr Little Pony are licensed in the toiletries field by Cliro.)

Gordon Robinson believes that at the end of the day it all comes down to presentation. "It's the 'look' that counts, as long as the product does its job that's fine."

As to the future, "We expect the market to continue to grow over the next few years but with greater competition, it will require more systematic marketing than was necessary when the company first entered this business area with Paddington Bear."

R&A estimate about one third of their turnover is in the character merchandising market. "It's a risk business but it's interesting because it allows a lot of flexibility and the chance to work with a lot of other companies you wouldn't normally be associated with."



The inhabitants of Fraggie Rock — a livelier, more American approach?

You can count on Complian always being the brand leader in the complete quid meal market.

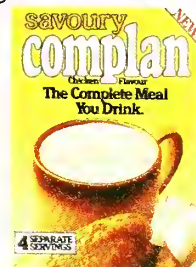
Especially now, as we're introducing the first ever savoury product.

Savoury Complian, chicken flavour.

A nutritionally balanced drink which has a unique and delicious taste.

So delicious, in fact, that it was an overwhelming success in test market, among both new and existing customers.

And with support from our huge winter advertising campaign, you will find new Savoury Complian anything but chickenfeed.



FARLEY & HEALTH PRODUCTS LTD.

**New chicken flavour
Savoury Complian.
It's finger licking good.**



Does someone out there owe you money?

You will be aware that cash flow is vital to every business. One aspect of this is the prompt collection of money owed you.

That is easier said than done. With money tight, there is often delay in you receiving money owed you.

You can, of course, arrange an overdraft with your bank to tide you over. However, this can be an expensive operation when interest rates are high. If you have a constant stream of slow payers, you might consider using a factoring service. In effect, these organisations buy your invoices from you — at a discount — pay you out immediately, and take on the headache of collecting from your debtors.

As an alternative you could yourself offer a discount if payment is made within a set time limit.

These measures will not usually upset customers who are perhaps slow payers, but do in the end pay for goods received. In the case of large companies, it is also worthwhile finding out their payment routines so you can get your accounts in by the monthly payment date.

In the case of really bad payers you can use a debt collection agency. The less reputable companies have started to disap-

pear with advancing legislation, and for a percentage of the money outstanding an agency can act very effectively on your behalf.

Ultimately, you can of course go to law. This could be expensive if you are chasing an individual without means, or a company on the verge of liquidation. You may decide simply to write off what is owing as a bad debt. In other cases remember you can take your own case to the county court at relatively low cost, and that there is a court booklet to show you how to proceed under your own steam. If you are interested in using a factoring service, have a word with your bank manager as some of the big banks run such services themselves, or can recommend a firm.

The NPA can offer debt collection services with a good record for reliability.

Finally, remember that if you are chasing even the most disreputable debtor, it is an offence to harass them, for example by besetting them at home or putting up a notice in your window giving the names and addresses of people who owe you money.

Reasonable and legitimate pressure is permitted, but remember that legal action should really be a last resort.

Employing part-timers

Some confusion still exists in many businesses concerning part-time staff and their employment rights. It's easy to understand this, since different definitions of part time staff apply for different purposes.

As far as employment legislation is concerned, a part-timer is someone who works for less than 16 hours a week.

But if someone has worked for you for five years or more, then they are only part-timers if they work for less than eight hours a week.

In other words, if they work for 16 hours a week or more (or 8 hours a week or more over a five year period), then they are treated as full time staff.

This means if the other conditions are met, they are entitled to redundancy pay, unfair dismissal compensation and a written statement setting out their main terms of employment. The part-timer as defined above has no such rights.

However, even though a part-timer has no right to have terms of employment set out in writing, it would be useful to do so. It

would be evidence of the fact that they are part-time staff and would help out should dispute arise as to conditions of employment.

Consultation on local rates

The rates imposed by local authorities have always been a bone of contention with businesses in their area. Unless the owner or senior managers actually live in the area where their business is situated, they, until recently, had virtually no say in the raising of rates, since they can only vote in the area where they live.

This changed with 1984's Rates Act which gives local authorities the duty to consult representatives of industrial and commercial ratepayers on expenditure for the next financial year before fixing rates.

Although the law does not give business ratepayers direct power, businesses large or small can now have their views considered.

It is almost certain that Local Chambers of Trade will in many areas be the bodies taken to represent these views. Many

businesses just don't bother to join these bodies, but with the new law it is important to consider joining if you wish to have a channel to the local authority, not only on the level of rates, but also on the policies of the council as a whole.

Correcting the Inland Revenue

It is not only the taxpayer who makes errors in tax returns. There are often errors on the part of the Inland Revenue where that department fails to make proper use of information supplied by the tax payer, who may believe his tax affairs to be in order. There may then be an unexpected demand for payment of arrears.

In these circumstances, the Inland Revenue is usually willing to forego arrears of tax, at least in part.

To this end there is a scale setting how much tax will be remitted — depending on the person's income. The self-employed category or those who pay tax under Schedule E are affected.

Gross Income	Amount Remitted
£8,000 and below	All
8,000-£10,000	¾
£10,000-£12,500	½
£12,500-£15,000	¼
£15,000-£21,500	1/10
£21,500+ +	None

Statutory Sick Pay notes

Since the start of the Statutory Sick Pay scheme, a number of businesses have raised queries on some practical points involved in its operation.

Although apprentices are within the scope of the scheme, those in the Youth Training Scheme are normally not covered. However, businesses can in some cases treat people in the Youth Training Scheme as employees. This occurs where employers top up the scheme's allowance. The top-up has to be quite substantial to bring the Youth Training Scheme participant up to the minimum level of pay for SSP.

There should be a SSP record showing (a) the amount given to an employee on each payday (b) the amount given during the course of each tax year (c) the total amount given by the employer to all employees during the course of each tax year.

In addition, a note should be kept of cases where SSP has been refused, together with your reasons for this.

continued on p623

Chemist & Druggist 6 October 1984

Showrax-a treatment recommended for pharmacists.

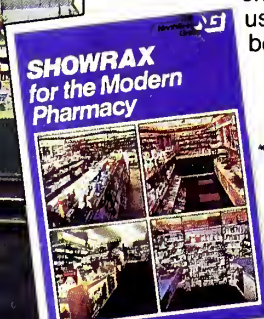


As a qualified Pharmacist you will recognise the importance of a professional approach to all aspects of your business. Pressures outside your control have made it difficult to secure an adequate return from N.H.S. prescription income alone, but having a dispensary does give you a unique advantage — it draws people into your shop.

The real opportunity for improving your business lies in the retail sales area, and when considering modernisation it is important to talk to a shopfitting company who can apply a high level of professionalism to store layout, traffic flow and merchandise presentation. We can also, of course, re-plan your dispensary.

Showrax pharmaceutical shop-fittings are recommended by some of the most influential names in the pharmacy trade, e.g. Unichem and other wholesale groups, and our national network of local consultants have the expertise to advise you on all aspects of modernisation.

Our leasing plan will also demonstrate how shop improvements can be financed without the requirement for capital. It enables you to pay for the use of the equipment as you benefit from it.



SHOWRAX LEASING PLAN

For more information on the Showrax treatment — fill in the coupon...



Please let me have more details and copies of your free brochures.

To: Baxter Fell Northfleet Ltd., Tower Works, Lower Road, Gravesend, Kent DA11 9BE.

Name: _____

Name of Shop: _____

Address of Shop: _____

Tel: _____



CD5

The Northfleet Group

SHOWRAX

Telephone (0474) 60671 (South), (027581) 3180 (Wales & West), (0204) 793316 (North), (03552) 38521 (Scotland)

....the answer is clo

Union Carbide is the world's largest manufacturer of dry cell batteries.

Around the world we have millions of satisfied customers and one with very special requirements — NASA. Batteries supplied to all our customers have the same quality standards as those on board the NASA space shuttles.



ser than you think.

We can now offer you the complete range of UCAR battery types to lift your profits out of this world.

Whatever the application, we've got the battery.

Look out for more details of what else UCAR batteries can offer you.



A new foursome for today's couples.



They get the choice.

Duet Supersafe is the first range of contraceptives to offer your customers not only four popular varieties **but also spermicidal lubrication in all kinds -**

**FULLY SHAPED
ULTRA THIN**

**RIBBED
STUDDED**

You're offering the best of both worlds - choice and security.

You get the profits.

Three million couples are now using the sheath and the market is growing fast.

Choice with security, high shelf visibility and the right prices will attract both new and existing customers.

Over 60% of sheath sales are made by you, the chemist. That's why Chefaro are offering you introductory discounts giving you up to 60% profit on return.

DUET supersafe

GET IN ON THE ACT - CONTACT YOUR CHEFARO REPRESENTATIVE NOW.
Chefaro Proprietaries Ltd., Science Park, Milton Road, Cambridge CB4 4BH.

Grocers OTC sales soar

Sales of OTC products in pharmacies and drug stores seem to have been in the doldrums in the first six months of this year while sales through grocers have surged ahead.

Nielsen statistics for the 17 product classes sold through the three types of

outlet show unit sales in grocers up 22 per cent in May and June compared with the same period last year while sales through drug stores and pharmacies were up by only 5 per cent. (Nielsen comparisons are made with the corresponding two-month period the previous year to avoid seasonal distortion.)

The May/June unit sales figures for grocers were double the March/April increase of 11 per cent (drug stores and pharmacies up 6 per cent) while in January/February grocers sold 14 per cent

more units than in 1983, compared with drug stores and pharmacies, who could only put on unit sales at half that rate, 7 per cent.

When the units sold are compared with the cash taken, drug stores and pharmacies fare a little better, possibly because of pricing policies. Grocers were up 23 per cent at the till in May/June compared with '83 while drug stores and pharmacies were just 8 per cent up (January/February grocers 16 per cent up against 10 per cent for pharmacies and drug stores).

The grocer's good sales record has been made on the back of an increased unit stockholding — up an average of 6 per cent for the first six months of the year. Pharmacies and drug stores in contrast have started to destock again with their holdings down by 2.3 per cent.

Unit sales were 5 per cent down in May/June in the 22 product classes traditionally "chemist dominated". In the first four months of the year unit sales were comparable with 1983 with inflation running at between 5 and 8 per cent in this product group. Pharmacies and drug stores also destocked these lines with holdings down 3, 6 and 5 per cent for each of the three two-month periods monitored this year by Nielsen compared with '83.

Inflation in the 17 product categories common to grocers, drug stores and pharmacies was 3.4 per cent in the first half of the year.

The 22 product categories of traditional "chemist dominated" lines that form the basis of the Nielsen "drug" index (39 product classes) for pharmacies and drug stores are: acne and aftershave preparations, artificial sweetening agents, baby rusks, cough/cold and influenza remedies, cough/cold pastilles and lozenges, denture cleaners, fixatives, eye preparations, hair colourants, colour restoratives and conditioners, liquid antiseptics, mouth fresheners, multivitamins, nasal sprays and drops, nerve tonics, oral lesion preparations, powdered baby milks, slimming aids, strained junior and instant baby foods and vapour rubs.

The 17 product categories monitored in grocers, pharmacies and drugstores forming the "food" index are: air fresheners, baby napkins and syrups, bath preparations, blackcurrant health drinks, cotton swabs, external deodorants, first aid dressings, hair setting agents, hand preparations, indigestion remedies, oral analgesics, razor blades, sanitary towels and tampons, shampoos, toothbrushes and toothpastes.

For graphs see p627

STOP
the dry family cough

Lotussin®

Effective
Doctors prescribe it for dry irritating coughs

Exclusive
Sold only through pharmacies

Profitable
Our eye-catching window display and special terms ensure profitability

Lotussin®
Counter prescribe it with confidence

SEARLE Searle Consumer Products,
Division of G.D. Searle & Co. Ltd.,
P.O. Box 53, Lane End Road, High Wycombe,
Bucks. HP12 4HL Tel: (0494) 21124
Lotussin and Searle are registered trade marks.

up to £10 FREE

Cash Refund



HOW TO GET £5 FREE REFUND

Simply buy any four different Haze Air Freshener products from the six listed.

Cut out the proofs of purchase as described and fill in the entry form.

Then complete the entry form in block capitals, sign it and send it with your proofs of purchase to:

Haze Trade Cash Refund, PO Box 9b,
East Molesey, Surrey KT8 0BR.

By 31st December 1984

HOW TO GET £10 FREE REFUND

Buy all six types of Haze and send six proofs of purchase to the address given.

To prove your purchase cut the whole brand name from the outer packaging of the following: Haze Carpet Freshener, Haze Twice as Fresh, Haze Tiny Tim, Haze Roll Fresh, Haze Pomander.

Proof of purchase for Haze Aerosol can be obtained by removing the complete code label from inside the shrinkwrap.



RULES AND CONDITIONS

1. All applications shall be deemed to have been made with the authority of the proprietor.
2. Refunds will only be made for genuine independent trade applications, made on this special application form.
3. Only one claim per trading address.
4. Reckitt & Colman reserve the right to withhold payment if in their judgement any claim has not been correctly and properly completed.
5. No responsibility will be accepted for applications lost, delayed or damaged in the post. Proof of posting will not be accepted as proof of delivery.
6. All applications must be received by 31 December 1984. Allow 28 days for receipt of your refund.

CASH REFUND FORM

I enclose 4/6* Haze proofs of purchase from different Haze products. Please send me £5/£10*.

Name _____

Position _____

Signed _____ Date _____

On behalf of (name of shop) _____

Address of shop _____

*Please delete where applicable.



INFLUVACCINATION



Recommendable

Influvac sub-unit is formulated to follow the World Health Organization's recommendations for this season's 'flu vaccine

Acceptable

Influvac sub-unit is proven to be systemically less reactogenic than a split virus vaccine.¹

Dependable

Influvac sub-unit confers a level of protection proven to be at least as high as that of a split virus vaccine.¹

influvac SUB-UNIT

inactivated influenza vaccine (surface antigen) BP

Effective protection against 'flu

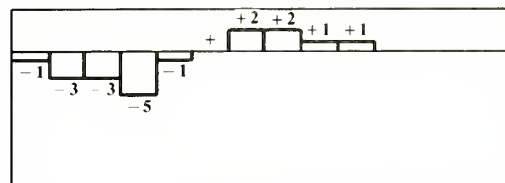
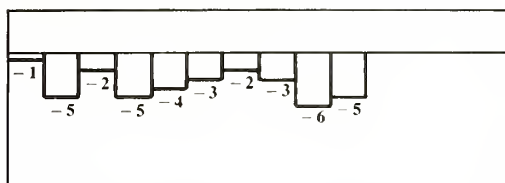
Reference: 1 Jennings, R. *et al.* *Vaccine*, 1984, **2**, March, 75 **Presentation** Disposable syringes and multi-dose vials containing inactivated influenza vaccine (surface antigen) BP. The product contains appropriate quantities of the A and B strains currently recommended by WHO. Available in packs of 0.5ml syringes, 5ml and 25ml vials. Basic NHS price £3.50, £31.92, £150.98. **Indications** Prophylaxis of influenza. **Dosage and Administration** *Adults and children (over 13 years):* 0.5ml. *Children (4-13 years):* A single dose is recommended for all age groups. However, young children who may not have been previously infected, or who have not received trivalent influenza vaccine in the past 4 years, may require two doses of vaccine given at an interval of 4-6 weeks to ensure a protective antibody response. To be given by intra-muscular or deep subcutaneous injection after allowing the vaccine to reach room temperature. It is recommended that the contents of multi-dose vials are used within 4 hours of opening, using a fresh needle and syringe for each patient. **Contra-indications, Warnings, etc** *Contra-indications* Persons with hypersensitivity to eggs, chicken protein or feathers and influenza viral proteins should not be vaccinated. Immunisation should be postponed in patients with

febrile illness. **Precautions:** Neurological disorders such as encephalomyelitis and neuritis after influenza vaccination have rarely been reported. An association has not been demonstrated except in the case of the Guillain Barré Syndrome (USA mass vaccination programme 1976). The vaccine contains a maximum per dose of 0.00625 IU polymyxin and 0.00625 ug neomycin. Use with caution in patients hypersensitive to these antibiotics. **Side effects:** Local effects, such as transient erythema and swelling at the site of injection may occur. Systemic effects such as pyrexia, fatigue and headache may also be experienced. Reactions of both types can be expected to occur only rarely and less frequently than those associated with the administration of whole virus vaccines. **Product Licence Number** 0512/0055. Further information is available from: Duphar Laboratories Limited, Gaters Hill, West End, Southampton SO3 3JD. Tel: (0703) 472281.

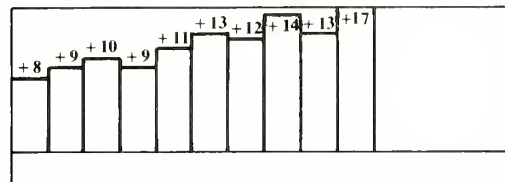
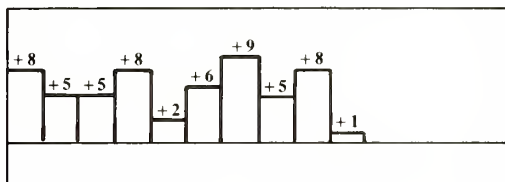
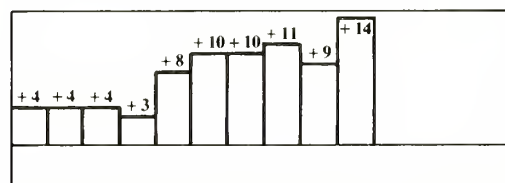
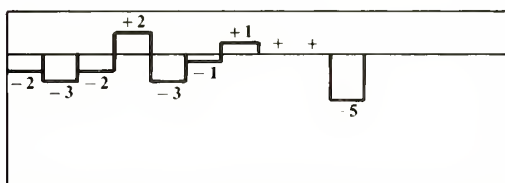
duphar DUPHAR LABORATORIES LIMITED WEST END SOUTHAMPTON TEL 0703 472281 

Pharmacies/Drug Stores & Grocers

Market trends — 17 product classes

Trade stocks
unit %

Consumer sales
£ basis %

Consumer sales
unit basis %

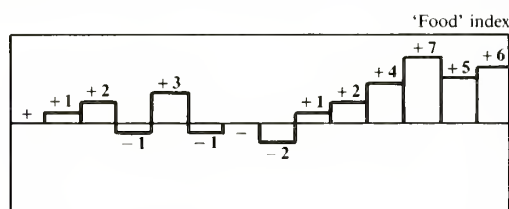
Nov	Jan	Mar	May	Jul	Sep	Nov	Jan	Mar	May	Jul	Sep	Nov	Jan
Dec	Feb	Apr	Jun	Aug	Oct	Dec	Feb	Apr	Jun	Aug	Oct	Dec	Feb

Nov	Jan	Mar	May	Jul	Sep	Nov	Jan	Mar	May	Jul	Sep	Nov	Jan
Dec	Feb	Apr	Jun	Aug	Oct	Dec	Feb	Apr	Jun	Aug	Oct	Dec	Feb

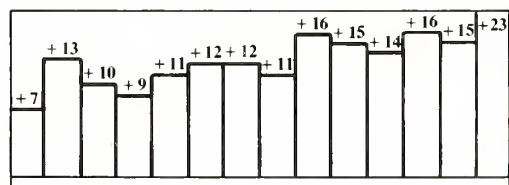
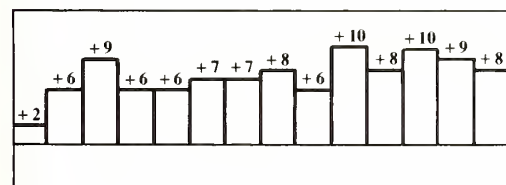
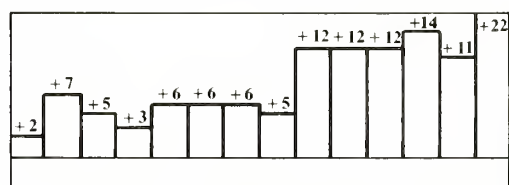
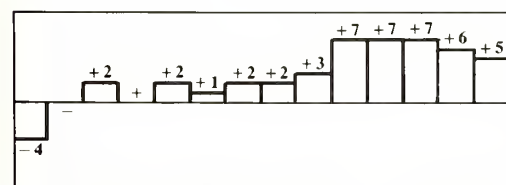
Two-month periods compared year on year
Source: Nielsen

Two-month periods compared year on year
Source: Nielsen

'Drug' index

Trade stocks
units %

Consumer sales
£ basis %

Consumer sales
unit basis %

Mar May Jul Sep Nov Jan Mar May Jul Sep Nov Jan Mar May
Apr Jun Aug Oct Dec Feb Apr Jun Aug Oct Dec Feb Apr Jun

'81 '82 '83 '84

Mar	May	Jul	Sep	Nov	Jan	Mar	May	Jul	Sep	Nov	Jan	Mar	May
Apr	Jun	Aug	Oct	Dec	Feb	Apr	Jun	Aug	Oct	Dec	Feb	Apr	Jun
'81				'82				'83				'84	

Two-month periods compared year on year
Source: Nielsen

Severe reprimand follows gross indecency conviction

At a recent meeting of the Pharmaceutical Society's Statutory Committee, a former staff pharmacist at a Barnstaple hospital was given a severe reprimand following a conviction for gross indecency.

The Committee was told that Mr Gwilym Chisman's offence, which resulted in a £250 fine and probation order at Barnstaple Crown Court last October, involved a boy of 16. Mr Josselyn Hill, solicitor for the Society, said Mr Chisman was summarily dismissed by the hospital for taking a number of medicinal products and other goods without authority. However, he had not been prosecuted.

The Committee having considered both matters, decided that Mr Chisman was guilty of professional misconduct.

Detective Sergeant G. Strickland said he found various medicinal items when he went to Mr Chisman's home armed with a search warrant. He also questioned him

about his relationship with the boy. Mr Strickland said he did not think the boy had been seriously corrupted by his relationship with Mr Chisman.

Mr Chisman, who lives in Barnstaple, said he took some of the items from the hospital to fight off a bout of sickness. He had now seen a consultant psychiatrist with a view to sorting out his problems.

He had taken locum jobs with two firms in the West Country, who were aware of his convictions.

Committee chairman Sir Carl Aarvold said it might well be that Mr Chisman behaved more like a fool than a knave. Luckily, they had not heard of any serious harm being caused to anyone by his actions, except perhaps to himself. "It is up to him to make amends in the future and to ensure that the proud name of pharmacy is not damaged any more by weakness on his part," Sir Carl added.

"I realise now that it was a stupid thing to do. The memory will be with me for the rest of my life," said Mr Chisman.

Reprimand for news article

A Nottinghamshire pharmacist was reprimanded by the Statutory Committee over a newspaper article about his business.

Mr Stephen Davison of Mansfield, managing director of F.C. Davison and Son (Chemists) Ltd, Sutton-in-Ashfield, was found guilty of misconduct.

Mr Josselyn Hill, for the Society, said that the article in an issue of the *Mansfield and Sutton Recorder* in July 1983, advertised Mr Davison's professional services in contravention of the regulations. It mentioned the titles of chemist and pharmacist excessively.

Referring to Davison's as "long-established," and in listing Mr Davison's professional achievements, the article implied that his business was superior to

others in the area, said Mr Hill.

"I told the reporter that there were strict guidelines laid down by the Pharmaceutical Society and that I must see a copy of the article before anything was printed," Mr Davison told the Committee.

"The purpose of my article was to promote the image of the professional pharmacist, not to advertise myself. At no time did I think I was infringing the Society's guidelines". He said he altered the article — for which he neither received nor gave payment — before publication.

Mr Davison, who qualified in 1967, was reprimanded once before, in 1976 for a letter he wrote to another local newspaper, reported Mr Hill.

Chairman Sir Carl Aarvold said that the Committee accepted that Mr Davison's intention was entirely innocent, but considered he had erred in his judgment. "This shows the difficulty of giving interviews when professional matters may be concerned," said Sir Carl.

C4 shows addicts' other side

The traditional image of the heroin addict and the methods used to combat misuse of the drug were challenged last week in a Channel 4 documentary.

"A Bad Habit" (Channel 4) suggested the conventional image of the addict as portrayed in the media was misleading; addicts could lead near-normal lives, holding down steady jobs and raising children. Furthermore, the illegality of the drug, not its nature, was the cause of crime associated with its use.

Bruce Alexander, professor of psychology at Simon Fraser University, British Columbia, Canada, suggested on the programme that as Britain's law relating to heroin has become stricter, the problems and the number of addicts has increased. In Canada, after a total ban on the drug in 1958, the number of addicts increased 500 per cent by 1970.

Dr Eve Wiltshaw, consultant physician in oncology at the Royal Marsden Hospital in London, thought heroin was "not very much more dangerous than alcohol." Patients receiving heroin (diamorphine) as pain control did not become addicted. She believed if the drug was prescribed properly for addicts, the crime problem would be dramatically reduced.

Self-confessed addicts interviewed agreed maintenance therapy would help. One of them said regular prescriptions would remove the problem of where the next "fix" was coming from and enable addicts to restore some discipline into their lives.

In the "The Right to Reply" the same week it was suggested by Paul Withers of the Drug Advisory Committee in Wolverhampton, that the "ideal addicts" in the programme — job holders and parents — were not the norm, among users.

Mary Thompson, a viewer from London, was concerned about the time of transmission. Young children may have seen the programme and been influenced.

Jenny Hughes, the producer, replied that the point of "A Bad Habit" was to demonstrate that the media were unfair in their treatment of heroin addiction.

Methanol

Also to AR specification.

James Burrough (F.A.D.) Ltd.

356 Kennington Road, London SE11 4LD Tel: 01-582 0232

THE LIGHTER TOUCH



EASY TO USE

Terumo single-use plastic syringes make light work of insulin injections. The slim lightweight body and ultra-sharp thin-wall needle is so smooth and effortless to use.

EASY TO HANDLE

The Terumo single-use syringe is feather light. Children and elderly people in particular find it easier to handle and very convenient to carry around.

EASY TO PREPARE

Terumo single-use syringes and needles are individually sealed in sterilised polyester ribbon packs, to keep out humidity, mould and bacteria. Say goodbye to the chore of sterilisation for ever.

EASY TO READ

Terumo single-use syringes are well-known for their clear precise markings. U100 insulin syringes are graduated every 2 units, and are all colour-coded for accurate identification. The plunger has a double contact ring for exact and easy injections.

ABCARE MAKE IT EASY

For added reassurance Terumo syringes and needles are supplied exclusively by Rand Rocket Ltd, famous for their ABCare metal and glass syringes for many years. Now the ABCare range offers the diabetic the best of both worlds—(reliable Drug Tariff reusables and comfortable, convenient single-use syringes).



MAKING LIFE A LITTLE EASIER

Rand Rocket

Rand Rocket Ltd, Hitchin, Herts, England SG4 0JA Telephone 0462 58871 Telex 82482

TERUMO
U100 SINGLE USE SYRINGES

Please send me further details and also a sample
of the ABCare U100 Disposable Syringe 3673 lml Insulin + 27G x 1/2" embedded
NAME _____

ADDRESS _____

Check your 'winnings'

In his letter (*C&D*, September 29) Mr Peel shows that he is indeed a gambler — I am not. He is prepared to "bet the value of his Unibond..."

The question is, Mr Peel, what is, may or will be the value of your assumed Unibond? It is "assumed" because the scheme has not been approved by your fellow shareholders.

I understand also that it is normal practice in betting circles to determine the exact value of the stake money before placing the bet. Mr Peel may be able to tell us sometime in 1986 what it is worth, but will he be looking at current value, or its worth in 1989 geared to four years plus commitment?

If he regards it as "winnings" rather than stake money, he must certainly agree that most bookies pay out a lot earlier than three years — and they do not penalise "punters" who place bets elsewhere in the meantime. Now what was that about "grave injustice..."?

D.W.S. Wright
Managing director
Macarthy Ltd.

Rural running costs the RPA

As a follow-up to the letter from John Davies (*C&D*, September 22) may I make an urgent appeal for more financial support for the Rural Pharmacists' Association.

We have a fighting fund of a few thousand pounds for urgent assistance to members facing hardship as a result of the activities of "dispensing doctors" and give sympathetic consideration to all appeals.

For the normal running of this Association, however, including the production and distribution of newsletters, we must depend on regular annual subscriptions. The sum of £15 a year is little enough to pay for this kind of defence and I urge any rural pharmacist who has not yet joined to send his subscription now to John Davies, to me (Littleton, 3 Pinewood Road, Branksome Park, Poole, Dorset BH13 6JP) or to any member of the committee.

Perhaps urban pharmacists too should consider their position. The threat to the profession of pharmacy is by no means confined to rural areas, the traffic in "self-administered" medicines, particularly flu vaccines, being a case in point. Locally we

have dispensing doctors within the Borough of Poole, within the Borough of Christchurch and in the county town of Dorchester — and Dorset cannot be exceptional in this respect.

Mr Jensen's letter in the same issue offers an interesting proposal but he should realise that the lack of harmony between the medical and pharmaceutical professions is in no way the fault of the pharmacists. They are fighting for their very existence whereas the GPs are only seeking further additions to their already substantial income.

Stanley Bubb
Treasurer
Rural Pharmacists Association

Irritating the eyes?

The cant and froth produced by Xrayser under the heading "Eye care" (*C&D*, September 15) clearly shows a complete lack of understanding not only about contact lens care but also about the wholesale supply of such preparations.

First, the general practice pharmacist must never interfere with, or change in any way, the wearer's contact lens care regimen without clear direction from the wearer's practitioner. Only in extreme cases when an "equivalent" is thought to be essential should substitution be carried out, and then only on the authority of the optician.

Second, Xrayser's remarks about "concentrating on the Contactasol range" are simplistic. The National Pharmaceutical Association has a most useful fact sheet on contact lens care which includes a nationwide list of wholesalers who do stock the fullest range of products, and who invariably process and supply small orders within 24 hours.

Third, *C&D* has already had two special supplements on Eye Care, but it is clear if Xrayser's comments are anything to go by, that further supplements are urgently needed.

John B. Evans
Chairman
Abatron Ltd.

□ *C&D*'s last article on contact lens solutions. "Changing attitudes to bring more business?" was published on September 1 — Editor.

Film clouds X-ray vision?

In reply to Xrayser's article on August 18 we make the following points.

As far as Agfacolor 100 is concerned we acknowledge that some adjustment was required to print the film correctly; nevertheless most finishers experienced few problems when handling it. Our latest range of XR film, which was not mentioned, has been widely acclaimed by amateur, professional and trade Press and needs no special handling at all.

The situation concerning our camera manufacturing policy was made clear nearly 12 months ago and everyone knew that the Optima range would gradually be phased out as stocks diminished.

Finally we come to the Superslide Club. It was conceived to provide loyal Agfa users with the very best processing facilities with professional turn round times, rerating and other benefits. We have also given users of other brands a reason to change to Agfa film. All in all we feel we have taken a positive step in promoting not just reversal photography but the hobby as a whole.

P.R. Brazier
Divisional manager
Agfa—Gevaert Ltd, retail photo division.



Winner of the Gillette/Unichem "A cool offer" competition, Sunil Patel, MPS, is presented with first prize of seven days for two in Iceland. Presenting the prize to Mr Patel of Temple Pharmacy, Plumstead, London were, from left to right, Mike McGuire of Gillette UK Ltd, Bob Scott of Unichem and Bernie McLoughlin of Gillette

A bright outlook ahead

"An excellent season — one of the best we've had" is how one manufacturer summed up 1984. It's a comment which reflects a general sense of well-being and optimism currently to be found in the sunglass area as ranges are put together for the coming season.

No one can deny that part of this year's growth must be attributed to the early sunshine. A Market Assessment Publication (June 1984) touching on the sunglass market estimates that a good Summer can boost sunglass sales by 20 to 30 per cent.

Sales have benefited from more and more people holidaying abroad. The sunglass season can no longer be so easily defined with the growth in popularity of Winter holidays and Britain's unpredictable weather conditions. An NOP survey (January 1984) calculated that 15 per cent of individuals bought at least one pair of sunglasses in 1983.

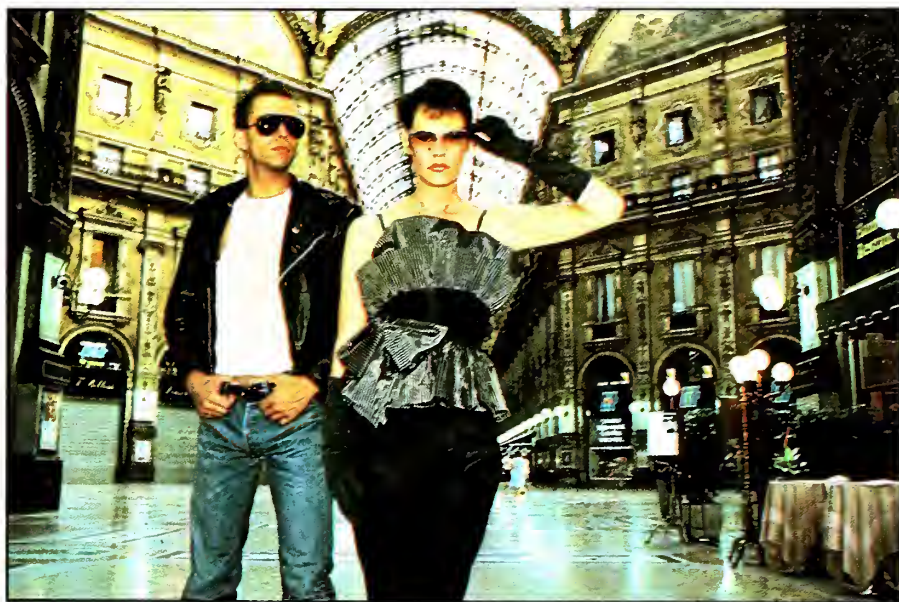
Fashion has played an increasingly important part in boosting sunglass sales. The "latest eye apparel" is an integral item of the Summer wardrobe especially of the fashion conscious younger age-groups.

The report estimates that in 1983 chemists accounted for about half of all sales (including Boots) with department stores taking 15 per cent. Last season however, saw a growing number of boutiques, gift and sports shops, garages and grocery outlets selling sunglasses.

Croftons takeover of Polaroid distribution was perhaps the biggest change in the industry last season. Many manufacturers have added to their polarised ranges for 1985.

New innovations for 1985 include a gradient tint on a clear lens from Corning. Foster Grant, introducing a plastic photochromic lens, disagree with other manufacturers who argue the lens is not yet ready for the mass market; they are confident of a winner. All manufacturers have brought out new models — many emphasise the desire to set new fashion trends. Nearly all have held over 1984 prices.

With very little stock now left on-shelf the signs all point to 1985 being as good as, if not better than, 1984. Sunglass manufacturers, although not looking through "rose-tinted" spectacles, are keeping their spirits high in anticipation of record sales.



Samco 'on-line' with fashion

Addis have almost doubled the size of the Samco by Mazzucchelli range for 1985, following one of their best ever seasons in which chemist distribution increased by 25 per cent.

Designed and made in Italy, the range includes a selection of high fashion styles in metallics and plastics in both bright primary colours and the more traditional styles. Two-thirds of the 1985 range is new, and over half of the held-over styles feature new colours.

"Samco are right on line with fashion. The moment we lose that we lose one of our major assets," says procurement agent Rod Lane. He attributes Addis's successful year partially to the early sunshine in April and subsequent good Summer but adds: "We sell in a deal, tailor-made to the chemist's requirements and sun early on in the season just makes it sell out for sure".

A notable feature of the 1985 range is the increased emphasis on polarised lenses with 16 models in the collection. This is seen as a move by Addis to fill the gap that has now appeared in the market.

The major part of the range concentrates on CR39 gradient lenses. In all there are 134 models, two are mirrored (£6.95-£14.50). Other lenses include eight foldaway CR39 gradients including a mirrored lens, 22 Reactolite Rapides, five toughened glass lenses, five toughened glass mirrored lenses, two mirror CR39's and one CR39. 1984 prices are all held over for 1985.

The emphasis in '85 is again on plastic frames but metals have not been forgotten. Rod Lane and his partner have opened their own factory in Italy this year to manufacture metal frames. "European metal frames are expensive and with Far Eastern competition on the increase we decided that the only way we could put the styles we wanted on the market at the right prices was to make them

ourselves", says Rod Lane.

Addis anticipate that the aviator style will continue to be popular. "The aviator as a unisex classic is still the strongest selling style by miles," says Mr Lane. Also carrying through to '85 are fifties-style black frames.

Collections that did particularly well in 1984 are the children's and Spalding Leisure range. The 1985 Spalding models are less masculine to increase their appeal to women.

1984's cocktail theme has been replaced with a new logo and image, highlighting the brand's Italian associations. Architecture, furniture and fashion themes emphasise the Mazzucchelli pedigree.

Point-of-sale material for the 1985 range includes new swing tickets, and re-designed stands and header boards: a 24-dozen fashion and Reactolite Rapide free-standing unit has a retail value of £2,636.65; 12-dozen fashion unit (£1,219.60); six-dozen fashion unit (£584.40); three-dozen fashion unit (£276.20); one-dozen high fashion parcel (£152); three-dozen polarised unit (£224.20); six-dozen and three-dozen Sunsensor units (£886.40 and £443.20); a Sunsensor XP2 unit of eight (£207.92); two-dozen Reactolite Rapide unit (£301.90); one-dozen unit holding Spalding Leisure and one-dozen Spalding foldaways unit (£126.10); one-dozen ladies foldaways (£126.10); two-dozen Funglasses unit (£94.80); three-dozen polarised clip-ons unit (£152.10); four-dozen young set unit (£60); four-dozen units holding Suntime (£26.40) and Suntime characters (£36).

Discounts and extended credit with delivery from February onwards and no payment until September are available. There is also an opportunity to win one of six holidays for two in Italy. Addis Ltd, Ware Road, Herts.

In Style

with

FOSTER
GRANT®



In 1985 we bring you the best in sunglasses. 82 International styles in our main collection with 54 new designs giving up to date fashion appeal. Our prices range from £4.95 to £15.50 and with exciting new display stand and tag graphics Foster Grant will make it happen for you!

£8.95
FOSTER GRANT

★ Foster Grant, the worldwide brand leader in sunglasses.

★ Massive 57% sales increase over a successful 1983.

Your Schwarzl
something spe
rec
For further informati
Penn Ro
Tel: (02

FOSTER GRANT®

FOSTER GRANT



Foster Grant 'Suspex' our new exciting range for young moderns. The year round fashion accessory.

PLUS SUSPEX

- ★ £300,000 support programme.
- ★ Two additional opportunities to increase your sunglass sales with Foster Grant Suspex and our new exclusive 'Couture' range.



representative has
you so ensure you
all.

Contact Schwarzkopf Ltd.
Esbury, Bucks.

Foster G's lens for all seasons

After an "excellent" '84 season when sales were up 57 per cent on '83, two-thirds of the Foster Grant standard collection for 1985 is new. New lenses include a solid tint, a plastic photochromic and an "all weather" lens.

Schwarzkopf, who market and distribute the Foster Grant range, say they increased chemist distribution by over 30 per cent in 1984. They hope to maintain this trend next year aided by the introduction of a young fashion collection called Suspex, a couture range for women and a number of deals encouraging early buying.

With seven different lens types in the 1985 standard collection, Foster Grant are offering a broad lens base. Out of the 82 models in the standard range 54 are new. There is an equal balance for male and female designs. Pastels are the hot news for 1985 but bright colours and black and white still remain strong.

After the success of plastic frames in 1984 the new collection will include 45

having at least five times more scratch resistant properties than CR39, was introduced in 1984 and says Margaret Hyles, sold very well. "In 1985 however, we will be making the Space Tech name more low key as part of our aim to follow the fashion route with less blatant emphasis on lens technology."

New wallets and swing tickets have been designed for the 1985 Standard collection. Display stands accommodate parcels of 36 (retail price £284.20 inc VAT), 50 (£480.30), 70 (£669.50), 100 (£1,035.20) and 150 (£1,621.70). All units are pre-loaded and shrink-wrapped and have new header-cards.

A collection has been designed specifically for the young and fashion-conscious. The Suspex range comprises 16 styles covering three price points — £6.95, £7.95 and £9.95. The collection includes the two new lens types — solid tint and All Weather. The company calls the latter "A sunglass for all seasons" with its mirror-coated double gradient lenses.

Foster Grant anticipate the Wayfarer look will continue to be strong in 1985 and have included a pair in the range in black, tortoiseshell, red and blue (£6.95). Wraparounds (£6.95) also feature prominently in black and brown with solid tint lenses. A solid tint lens model (£7.95) available in five colourways comes with a matching cord. Two other models feature the straight-top look, both priced £9.95 with gradient or All-Weather lenses.

Bright-coloured swing tickets and wallets have been designed to differentiate the Suspex models from the standard range. The 18-piece range (£145.10), comes with a counter unit of 12 and six black-up stock.

Also new for 1985 is the Couture collection (£19.50) offering three designer-style sunglasses with Space Tech lenses. Each model comes in two different pastel colourways. The collection has its own burgundy wallets, and a display stand holds six pairs with six as back-up stock (£234).

Promotions for the three collections include a holiday bonus scheme which offers the consumer up to £60 discount on their 1985/86 holiday, and a Foster Grant tote bag offer. A below-the-line support programme is also planned. *Schwarzkopf Ltd, Penn Lane, Aylesbury, Bucks.*



plastic models. Prices range from £5.98 rising to £15.50 for some handmade models.

"The most popular price point in 1984 was £8.95-£9.95," says product manager Margaret Hyles.

The Standard collection has a choice of lenses — 32 gradients (£5.95-£8.95), 13 polarised (£6.95-£12.50), two mirrored (£6.95, £12.50), 13 Space Tech (£11.50-£15.50), eight Reactolite Rapide (£14.50) plus six clip-ons. Two new lenses are being introduced — a lens with a solid tint throughout incorporated in four models (£5.95-£8.95) and a plastic photochromic lens, again in four models (£14.50-£15.50). These lenses change from brown to grey when exposed to sunlight.

The Space Tech lens described as

Rapide claim 40pc of market

Reactolite Rapide photochromic lenses took 40 per cent of the '84 sunglass market, compared with a 30 per cent share of sales in 1983, say Chance Pilkington.

The company attributes much of this increase to the 1984 national television and local radio advertising campaign. They claim that an NOP survey put consumer awareness of the brand after the campaign at 76 per cent — 15 per cent up on last year.

Chance Pilkington's UK sales manager, Chris Mullin says: "This year's campaign theme was a bold step forward from our previous mainly educational message. We have been delighted with the response to, and the effectiveness of the campaign, and this has undoubtedly resulted in extremely low stocks of Reactolite Rapide in the sunglass pipeline."

Chance Pilkington plan to continue supporting Reactolite Rapide with a £500,000 promotional campaign continuing the Dracula theme on national television



through April/May, backed with radio packages as and when the sun shines.

New for 1985 is a move towards fashion tints with Reactolite Rapide lustres. The company has developed a method of coating lenses with a lustrous finish in pink, lemon and blue to tone with fashion frames. The lenses will be exclusive to Boots for the 1985 season and then be available for wider distribution.

Also available is a Reactolite Rapide polarising lens. The company continues to offer lenses in grey and brown 90, and grey, brown, blue, amber and green pre-tints.

"There are changes taking place in the distribution patterns for sunglasses", says Chris Mullin, "but we believe that the chemist is a very important outlet and that Reactolite Rapide sunglasses, backed by an extensive brand promotion, represent an excellent profit opportunity." *Chance Pilkington Ltd, St Asaph, Clwyd, North Wales.*

Chemist & Druggist 6 October 1984



SHADES

Glasses to be seen in

SHADES INTERNATIONAL

PD BDX 17 LEIGHTON BUZZARD BEDFORDSHIRE LU7 7HN ENGLAND
TELEPHONE LEIGHTON BUZZARD (0525) 381314

Polaroid Sunglasses



**See what you've
been missing**

Polaroid (UK) Ltd
Distributed by The Crofton Optical Group plc Crofton House, Unit 4, 120 Colindale Avenue,
London N.W.9 Telex: 299269 Telephone: 01-205 6550

Sun shines on Shades' Bowlt

John Bowlt of Shades International is all set for 1985 following his second successful season in which he increased national distribution. Mr Bowlt plans to establish Shades International as an even stronger force in the European market in the forthcoming year.

"The new range once again offers style and fashion but gives the consumer the opportunity to purchase a value for money sunglass at a down to earth price" says Mr Bowlt.

The lower end of the 1985 Shades collection has been produced with the chemist in mind with price points from £4.99 to £7.99 — the same prices as in 1984. Of the 160 models in the 1985 range, 60 per cent are new and 113 have plastic frames. Sixty-four models make up the chemist range which includes more variation at £4.99 and £5.99. If a larger collection is required there is a parcel containing glasses which retail up to £10.50.

New solid colours in pink, yellow, blue and red, augment the regular colours which form the foundation of the 1985 collection. "This is the first year that the sunglass market has really been ready for solid colours" says Mr Bowlt.

The range starts at £4.99 with three models in six variations all with graduated acrylic lenses and either plastic or metal frames. Two models are designed for the smaller face. At the £5.99 price point there are seven models in 15 variations with polycarbonate and CR39 graduated lenses. The Wayfarer style features strongly in the £6.99 range with new colours such as solid yellow and red, both with grey CR39 graduated lenses. The £6.99 collection has six models with 25 variations. The black aviator frame with solid tint polarising grey lenses is just one of seven models (18 variations) in the £7.99 range.

Extra models from Europe are incorporated into the £8.99-£12.50 range, this includes Mulberry college boy style glasses (£10.50). All fashion frames are fitted with polycarbonate impact resistant lenses or CR39's. The top end of the range (£14.50-£15.50) features plastic and metal frames with Reactolite Rapide lenses in brown and grey.

New for 1985 is a French designer range (£34.95 per model) to be sold in department stores. Called Leonard, the collection comprises 12 styles with CR39 lenses.

Shades have decided against using the new plastic photochromic lens in their 1985 collection. "While photochromics held up fairly well this year, the new lens is not yet

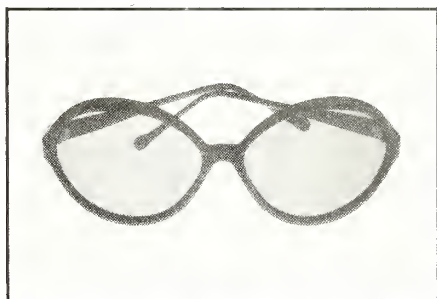
Chemist & Druggist 6 October 1984



ready for the mass market" says Mr Bowlt.

New shapes have been introduced into the clip-on range which retail at £3.99 each and flip-ups — £4.99. A three-dozen pack includes an eight-piece counter display unit. Other packs available are a five-dozen chemist pack (£4.99-£7.99) including a 36-piece display unit; a nine-dozen middle price pack with a 64-piece illuminated display unit and a 15-dozen pack with a 96-piece unit.

Promotional activity will be below-the-line — details of which will be released later this year. *Shades International, PO Box 17, Leighton Buzzard, Beds LU7 7HN.*



Jackel revamp chemist range

Jackel have given their Sunbrella range a facelift for 1985 with a new logo, "up-to-date" fashion styles, and "eyecatching" POS material.

The range is tailored for the chemist market with prices between £3.99 and £9.99. The 26 models include a variety of lens types: impact resistant, polarising, CR39 gradient and Reactolite Rapide. There is an equal balance between plastic and metal frames in both fashion and classic shapes with solid and crystal colours. New for 1985 are two-tone designs. Also new are a range of men's fashion glasses including sports styles and a range designed for drivers. POS materials includes a 12-dozen parcel with floor stand (£854) trade and a six-dozen parcel with counter stand (£427) trade.

Support for the range includes a consumer competition offering a holiday for two in Martinique and tickets to the Monaco Grand Prix. Jackel say "generous" discounts will be offered to chemists. *Jackel International (UK) Ltd, Kitty Brewster Estate, Blyth, Northumberland NE24 4RG.*

Oliver G chases pharmacists

Oliver Goldsmith are aiming to increase their sales to chemist outlets in 1985 with the introduction of two West German collections into their range.

Echtenia and Filtral sunglasses range in price from £0.40 for children's to £24.95 for Reactolite Rapide. They come in a variety of colours from bright red to tortoiseshell and black — lens types include CR39, polarised and heat-treated glass.

Also new are the French Bolle Irex 100 sunglasses (£24.50-£29.95) which "combine unbreakable nylon frames and virtually shatterproof lenses," says the company. These come with two pairs of interchangeable arms — one pair have exaggerated curled ear-pieces designed for sport activities and the other pair are straighter for regular use.

A wide selection of ranges including Christian Dior, Lacoste and Carrera, will again be available in 1985. Retail prices range from £3.99 to £170 for the models in the Porsche collection.

Lens types covered are polycarbonate, polarised, CR39, Reactolite Rapide, Sunstive, HT glass, mirrored plastic CR39 and mirrored HT glass.

Full colour advertisements featuring designer brands will be appearing in the women's Press in Winter and Spring. *Oliver Goldsmith Ltd, 18 Station Close, Potters Bar, Herts EN6 1TS.*



Oliver Goldsmith's tennis model (£66). Hand-made, the sunglasses come with two sets of lenses — a regular pair and the other with a string effect

'Le' Polaroid from Crofton

1985 will be the first season in which Polaroid sunglasses will be distributed by Crofton Optical.

Crofton are now responsible for UK distribution of Polaroid sunglasses although the Polaroid company continues to offer marketing back-up through advertising, sales promotion, POS material and after-sales service. They also maintain "stringent quality control" on Polaroid-branded glasses — "after all, it's our name which appears on the finished product". (*C&D* June 23). Crofton will be using their own salesforce of seven and calling on the services of Polaroid sale reps during peak purchasing time.

The company says it will "project the product line into the 1990's with an even greater market share by making the range more adventurous than in the past."

The 1985 range will comprise three collections catering for chemists, department stores and the optical market.

The chemist range contains 16 new models (£5.99-£8.99) in bright colours with acrylic and polarising lenses. The department store range (£5.99-£12.99), of 25 styles with CR39 and Reactolite Rapide lenses, is also available to the chemist sector. The range available to opticians retails at £22.99. All models carry a one year guarantee. Parcels for the Polaroid range come in three-dozen (£284.64) and four-dozen (£386.52) with counter stands, and six-dozen (£592.28) with a floor stand.

"With our sound historical knowledge and experience of the UK sunglass market, we are confident that we can tune the proven Polaroid sunglass product range to meet current demand" say Crofton.

Recent market research by Crofton shows consumer awareness of the Polaroid name at 97 per cent prompted — "well ahead of its nearest competitors." Polaroid sunglasses will be advertised on national television in the Spring for the first time in six years.

The Crofton Group's own sunglass collection will be larger in 1985 with the inclusion of two new ranges — Le Chic and Le Sportif. Le Chic range (£7.99), comprising six models with impact resistant and hard coated acrylic lenses, is designed as a young people's range. Le Sportif (£10.99) is, as its name suggests, a sports collection for those living "life in the fast lane" and contains four visor-shaped models.

Also available are Le Specs (£9.99), Le Metal (£3.20-£8.99) and Le Classique (£4.99-£8.99) in a wide variety of lens types, in particular, Reactolite Rapide lenses. All Le Specs models carry a five-year

guarantee. Designed more for opticians is the Emilio Belli range with Zeiss Umbral lenses (£41-£40).

The company will continue to use the red, white and blue livery of Le Specs as their corporate image. A six-dozen Croptics pre-pack includes all five ranges. The unit (£570.54) caters for most tastes, say Croptics, providing a broad selection of metal, plastic and crylon frames with Reactolite Rapide, polarising and acrylic lenses. *Croptics Ltd, Crofton House, 120 Colindale Avenue, London NW9 5HF.*



Pictured are Bartex's foldaway Ferrari sunglasses (£4.95) which come in two different frame styles. Hinged in the centre and base of each arm and across the bridge they fold up to fit into a pocket-size zip-up case. For ladies there is a choice of red, white and mauve chunky-framed glasses with matching colour cases, and for men, slimmer-framed models are available in black or gold with a black case. Bartex describe their range for 1985 as "revitalised" with over 90 per cent of the models new. *Alfred Franks and Bartlett Co Ltd, Bartex House, 167 Freston Road, London W10 6TH.*

Autoglaze go for colours

A new departure for Autoglaze in their 1985 range is the introduction of several nickel framed models in red, blue, sand and white.

"These extremely tough finishes on quality nickel silver frames should prove extremely popular as additions to the more traditional gold, silver, black, bronze etc," says sales manager Dennis Reay.

As in previous collections the emphasis is on metal frames with a selection of Reactolite Rapide, polarised, CR39 and acrylic lenses. Of the 50 styles in the range 30 are new.

The company anticipates clipovers will continue to do well. At the height of the '84 season they were producing 12-15,000 a

week. Many of these were sold to the European and Scandinavian markets. Exports are said to represent 20 per cent of business turnover.

Autoglaze continue to offer their own-brand service tailored to individual needs. *Autoglaze Optical Co Ltd, Silchester Mews, St Leonards-on-Sea, East Sussex TN38 0JB.*

Gay Designs at the 'top end'

"A highly successful year" is how Gay Designs sum up the 1984 season. The strong emphasis on sunglasses as a fashion accessory has meant a "dramatic" growth at the top end of the market, says the company.

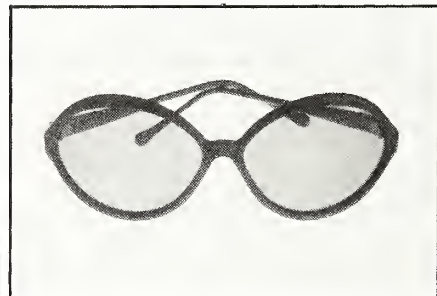
That trend is reflected in the designs being promoted for 1985. A "futuristic" model (£25-£35) has been added to the Yves Saint Laurent collection. As in 1984 crylon is much in evidence throughout the range. "The use of crylon blurs the edges between fashion and sportslooks," says the company. New colours have been added to the Ted Lapidus octagon and square models and a sports panoramic style (£31) makes it debut.

An Avant Garde collection featuring bold, modern shapes had been introduced into the 1985 Charles Jourdan range. Included are wood-look and cut-out hexagon models (£29-£35).

A lightweight "Sunsport" model is included in the Primetta range. Designed for the leisure market, the glasses have nylon-based frames and polycarbonate lenses (£6.95-£8.75).

In the high fashion Featherweight range (£9.50-£10.50) the emphasis is on bright colours. The "retro" look is featured in the Nashville Fashion Darks range (£8.50-£9.95).

This look is carried through into the Peeper's Sunpocket folding model (£7.95-£9.95) — a line new to chemist outlets for '85. Bright colours and black and white feature strongly in the range. Gay Designs say they estimate their share of the total sunglass market to be around 10 per cent in value terms. *Gay Designs Ltd, Primetta House, 220a Queenstown Road, London SW8 4LP.*



Record sales for Titcomb

Titcomb fashion sunglasses are making a number of additions to their '85 range following a year in which sales reached volume and value records.

"As end of season stocks at retail level are generally low we look forward to increased initial orders for Spring delivery. Prospects for 1985 are good and we anticipate another record year," says the company.

Titcomb expect metal styles to continue to be the most popular, particularly with men, but they anticipate growing interest in plastics. Over half the 1985 collection (some 200 models) is new with introductions in all lens categories. Lenses available are Reactolite Rapide, Sundance photochromic, CR39 monochrome or gradient, polarised, mirror, acrylic gradient, extra dark acrylic monochrome and impact resistant glass.

There are over 50 metal and plastic models with Reactolite Rapide lenses incorporating many new frame designs and colours. Metal styles are available with black, bronze and red frames. A new feature is the Sundance photochromic lens by Chance Pilkington — a less expensive alternative to Reactolite Rapide (trade price £3.75 including case).

CR39 monochrome lenses come in a new range of six metal-framed styles. Darker than fashion sunglasses with gradient lenses, they are particularly suitable for driving, says the company.

New styles with coloured aluminium frames have been introduced into the CR39 gradient lens metal frames collection. The 1985 range will include eight styles in Flexlite frames with gradient CR39 lens. New styles and colours are featured strongly in CR39 gradient lens plastic frames with a choice of 25 models while metal, semi-rimless and plastic models make up the polarised range.

Increased demand for plastic and metal sunglasses with mirror lenses has prompted a wider choice of styles for adults, teenagers and children. Two new metal styles with extra dark acrylic monochrome smoke-lenses have also been launched and there are coloured metal framed for teenagers in a variety of lenses.

Clipovers are available with polarised, CR39 monochrome, Reactolite Rapide and acrylic lenses. New to the range are polarised flip clips and visor clips.

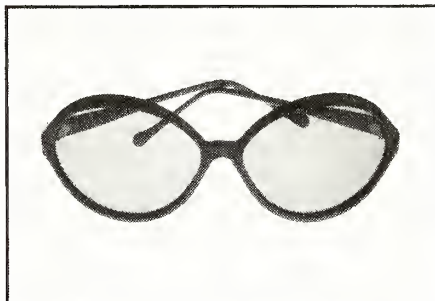
For display the company supplies free of charge, suitable display material with the retailer's choice of sunglasses. Customers do not have to commit themselves to expensive



pre-packed assortments to obtain display stands, they say.

All Reactolite Rapide sunglasses are supplied with spring closure cases. Sundance, CR39 and polarised items come with slip-in cases. Cases are available for other lens types, trade price £0.25 and £0.45.

Trade prices for the glasses range from £1.05 for mirror lenses to £9.50 for Reactolite Rapide (clipovers £0.85-£6.25). *Titcomb Fashion Sunglasses, 24 Hurn Road, Christchurch, Dorset BH23 2RN.*



Lessar's motifs in the frame

Consistent sunshine enabled retailers to shift most of their 1984 stocks but caution is still needed to ensure supply and demand achieve an equilibrium, say Lessar Brothers of Birmingham.

For 1985 the Solarite collection contains 21 lines with the emphasis on medium and smaller eyeshapes. New effects include lizard prints, chevron motifs and dayglow fluorescent colours.

Most of the fashion lenses are gradients but the company reports an interest in mirrors and all-weather mirror lenses with a clear horizontal centre section. There are 10 fashion frames fitted with Rapide lenses, also available with gradient Rapide lenses (£14.95).

Two of Solarite's 1985 models. "A touch of the fifties interpreted with the eighties influence", say Lessar Brothers. The ladies' model (R48) has crylon frames in dual rose, light blue and bronze/gold. The man's model (R53) has gold metal frames with plastic saddle bridge. Both are £11.95.

Following the introduction of the budget range of Rapides, Solarite are running six models in 1985 including three with plastic frames (£8.95-£11.95). There will also be eight popular styles including two in plastic with mirror lenses.

The company has decided against featuring the plastic photochromic lens. "We would prefer to wait until such products are more effective," it says.

The Pol-rama polarising range has been increased to 11 models (£5.95-£9.95). "This follows increased interest in full tint glare reducing lenses which can be brought at reasonable cost" says the company.

The Giacoma range (£14.95) distributed from Paris, features two lizard effect flash decors above each eye. Each frame comes in four colour combinations. Elegance designer sunglasses fitted with CR39 lenses will sell from £15-£21. In the Zeiss Umbral range there are 12 models (£18-£30), mostly classic frames.

Clip-ons have been increased in number to 21 models (£2.95-£7.95). Included in the range for 1985 are two Rapide and ten polarising models. The custom-clip concept is re-introduced so the models can be cut to meet precise requirements. A clip with Zeiss Umbral lenses and a Super-Clip for drivers which comes with polarised and coated polycarbonate lenses are also available.

For youngsters there are six junior models (£2.95) including four with polarised lenses.

Point of sale units hold 12, 24, 36, 42, 72 and 104 pieces. *Lessar Brothers Ltd, Hyllon Street, Birmingham B18 6HW.*

On National TV again!

The success of our '84 National TV Campaign meant that stocks in many outlets were depleted long before the summer season had got under way.

So successful in fact, we had no hesitation in spearheading '85's Campaign with TV once more.

We've even structured our promotion to start earlier to ensure that stocks will once again move rapidly off carousels.

Plus the magic of Radio

Radio was a new medium for Reactolite Rapide in 1984.

So impressive were the results that our Count will be with us once again, extolling the virtues of Reactolite Rapide sunglasses and how they've changed his image.

Listen out for these imaginative radio commercials.

Reactolite Rapide capture 40% of the adult sunglass market

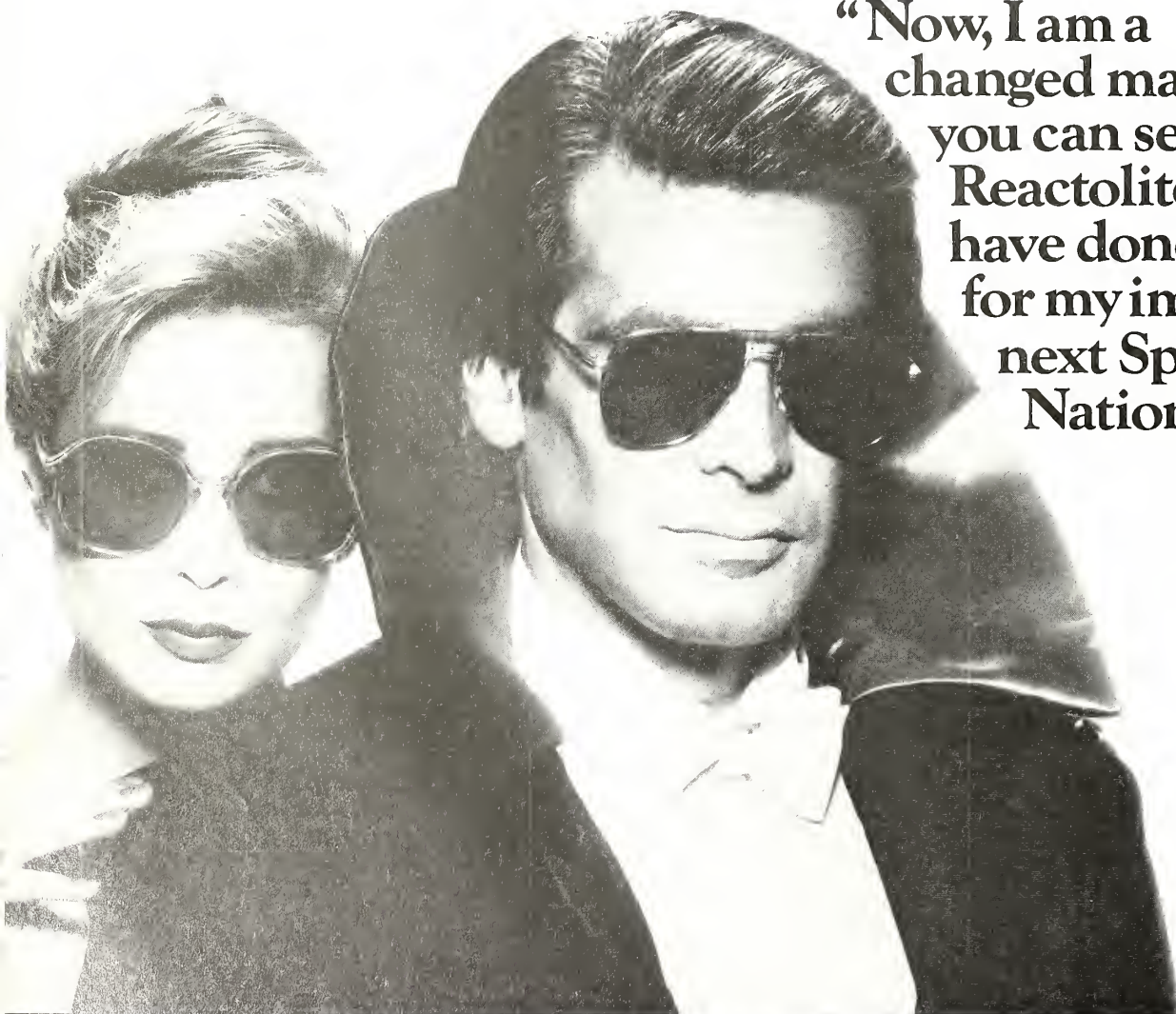
Research shows more and more people are changing to Reactolite Rapide photochromic lenses. In fact 4 out of 10 sunglass wearers now choose Reactolite Rapide. And evidence this year would indicate that this figure is very much on the increase.

76% awareness... and growing

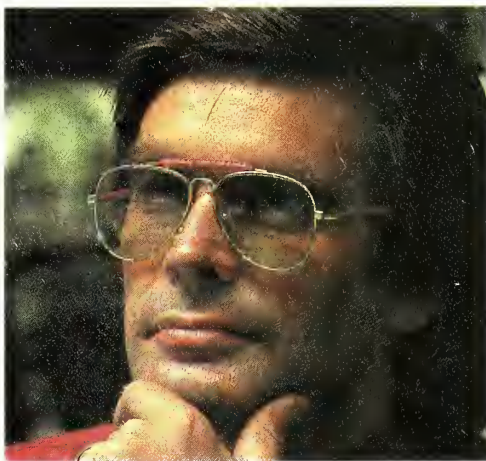
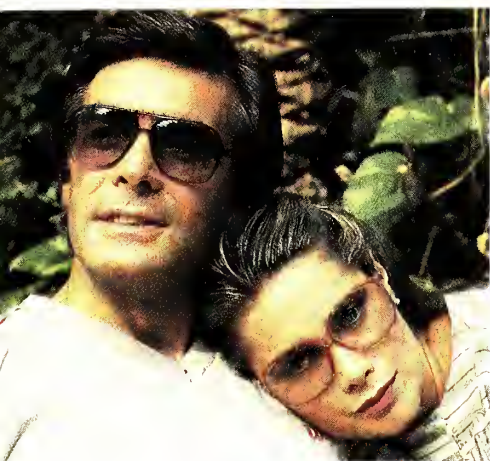
Awareness to Reactolite Rapide amongst sunglass wearers has been growing at a rewarding rate and the proposed promotional campaign is geared to continually improve the attitudes towards the product.

The signs all indicate that 1985 is scheduled to be a very big year for Reactolite Rapide, so make sure that you are part of it!

"Now, I am a changed man...and you can see how Reactolite Rapide have done wonders for my image next Spring on National TV."



REACTOLITE · RAPIDE



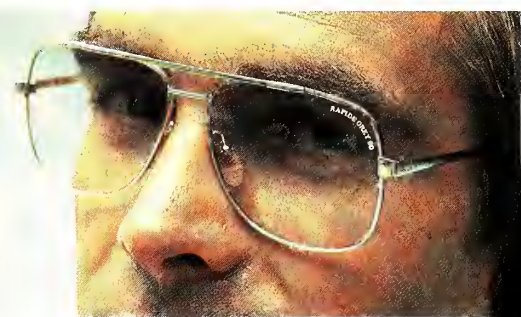
Wide choice of fashion lenses

The attractive Reactolite Rapide range includes the ever popular 90 lenses in Grey and Brown, which change from virtually clear to dark, plus the fashion orientated, pre-tinted 70 in Grey, Brown, Blue, Amber and Green. Still growing in popularity are the stylish Reactolite Rapide gradient lenses, available in a range of colours.

Reactolite Rapide Lenses:

- * are optically ground and polished and will not cause distortion
- * change from clear to dark in under 30 seconds.
- * clear much faster in the critical first minute
- * virtually eliminate ultra-violet rays.

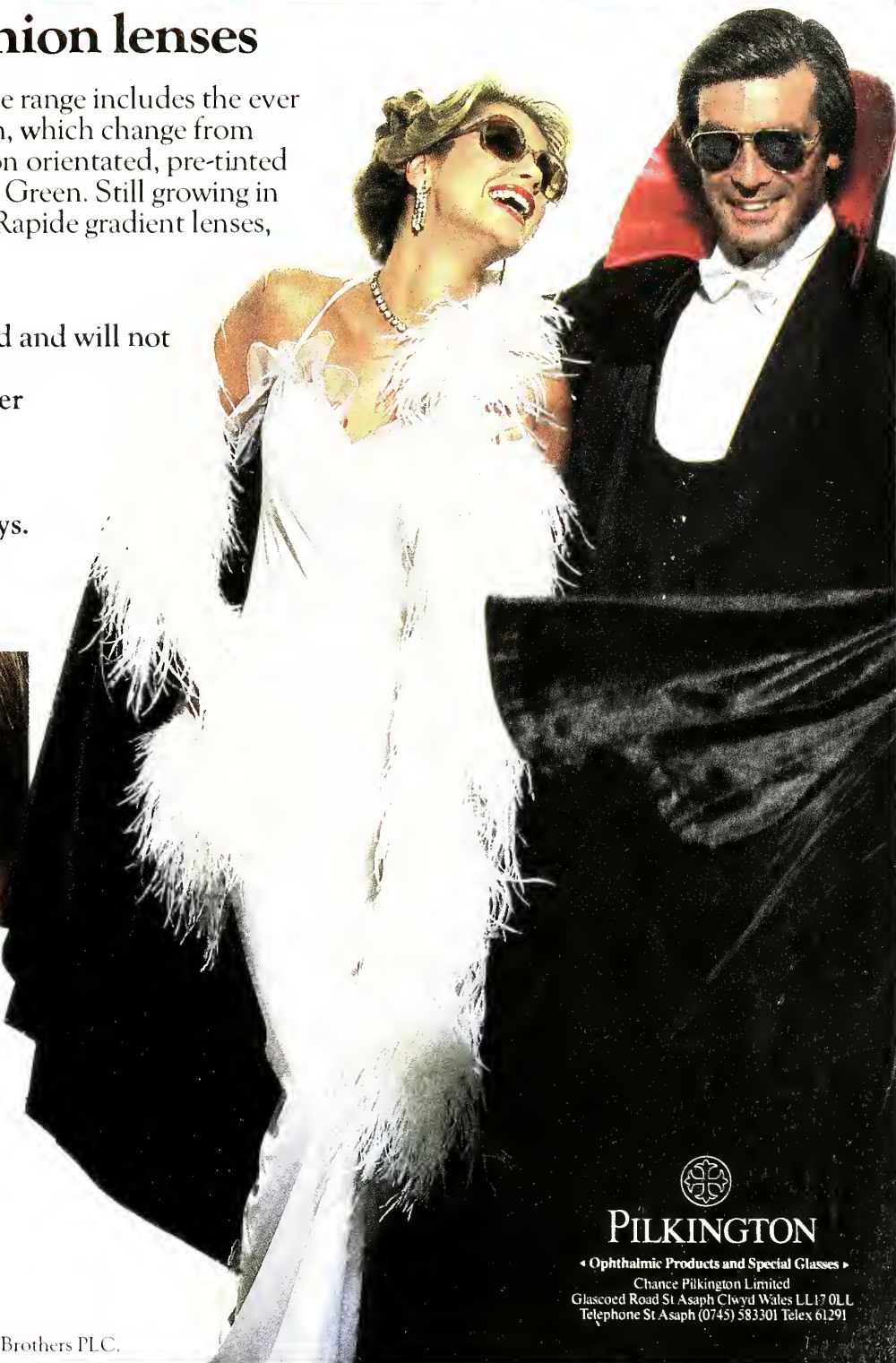
And remember that the Reactolite Rapide photochromic process will never wear out.



Reactolite^{*} RAPIDE

The fastest reacting
photochromic lenses
in the world.

* Reactolite and Rapide are trade marks of Pilkington Brothers PLC.



PILKINGTON

• Ophthalmic Products and Special Glasses •

Chance Pilkington Limited
Glascoed Road St Asaph Clwyd Wales LL17 0LL
Telephone St Asaph (0745) 583301 Telex 61291

THE · IMAGE · CHANGERS



Corning tint's rosy outlook

Corning are introducing a new lens into their 1985 range — a photochromic gradient on a clear tint (£11.95-£13.95). Thirty five per cent of the collection designed for chemist outlets will feature the new lens.

The lens development reflects Corning's optimism for 1985. "We have had an excellent Summer" comments Yolaine Delhumeau, Sunsensor's marketing manager. "The season has been excellent for most people in the trade. This turnaround which began in 1983, is largely due to the good weather, but it also proves a consumer awareness of sunglasses as strong fashion accessories.

"As the season draws to a close, backlog stock has been cleared and we are all set to tackle the year ahead, knowing that retailers will be ready for a fresh fashion angle. We have that angle," adds Ms Delhumeau.

Corning have aimed for a general consolidation of sales by increasing volume through each outlet rather than distribution. While sales are better in department stores than chemist outlets they hope to restore the balance next year. "With two years of very good deliveries under our belt and re-orders on time it should stand us in good stead."

Seventy five per cent of the 1985 collection comprising 120 models (an increase of 20 on the 1984 range) is new. Retail prices of the chemist range distributed by Addis are between £9.95-£25.99. All styles feature the

Sunsensor lenses: full tint photochromics in brown, brown mirrors and grey, fashion gradients, the High Contrasts lenses and the XP2.

A price increase of 5 per cent over 1984 is to keep abreast of inflation, says the company. The number of plastic frames in the range has increased to 40 per cent because, say Corning "more people and in particular men are starting to buy plastic glasses".

The XP2 lens models (£25.99) introduced in 1983 and combining both photochromic and polarising properties come in packs of eight. The other lenses come in assorted packs of six and three-dozen units.

Styles will complement all key Summer fashion trends, say Corning, from fun styles to sophisticated cat-eyes, straight brow-lined models and aviators for casual wear. "The fashion for heavy side pieces, popular in '83 and '84 is now almost dead".

Strongly featured in the 1985 collection are earthy sun-baked colours — brick and tortoiseshell; a selection of bright reds and blues, colour combinations such as grey/shocking pink and black/electric blue; pastels and white. Black which was so important in 1984 is used in the '85 collection for definition.

Following a two year national advertising campaign, Corning put consumer awareness of the brand at 27 per cent. They feel TV as a medium has done its job and are now concentrating advertising in the women's Press starting April.

POS material is the same as last year. All models will be backed by a one year warranty. Addis Ltd, Ware Road, Hertford.

Marby back 'value' ticket

Summing up the 1984 season Marby Lloyd say they "almost doubled their sales" and increased chemist distribution by over 60 per cent.

Explaining this increase, the company says, "People more than at any other time since 1976 were determined to get value for money and that is exactly what Marby Lloyd gave them".

To help consolidate and extend distribution next year the 1985 range will have some 400 styles "reflecting an improved fashion aspect". Prices range from £1.99 for impact resistant glass to £15.99 for Reactolite Rapide. Prices are held over from 1984. The gradient lens proved to be the biggest seller in 1984, the company says.

The 1985 range will feature new POS material including swing tickets and wallets. Parcels are tailored to individual needs. Marby Lloyd Ltd, 16 Midlands Terrace, Fishponds, Bristol.



Solar's 'best-ever' season

Solar report that 1984 was "the best ever season" in terms of both sell-in and sell-through and say that even as late as September they were getting repeat orders.

For the 1985 season the mainstay of the chemist-only range is the Vidal Sassoon collection comprising 12 models (£8.95-£12.95), two of which are for men. These will be distributed by the Thomas Christy salesforce.

Also available to chemists is the Pierre Cardin range (£17.50-£19.50) consisting of 14 models to be distributed by Solar. These and the Vidal Sassoon models all have graduated plastic lenses. The company says white will play a big part in both ranges.

Display stands holding 24 and 48 pairs for the Sassoon range and 12 for the Cardin range will be supplied. Solar of France Ltd, 154 Queens Road, Buckhurst Hill, Essex.

Chemist & Druggist 6 October 1984

REDUCE LIQUIDITY INCREASE PROFITABILITY

*with Britain's only
GSL diuretic!*

Up to 60% of all women suffer from pre-menstrual water retention... a potential market of 6.5 million... every month!

Aqua-Ban safely and effectively reduces

this excess water and associated weight-gain, puffiness, breast tenderness, etc.

Aqua-Ban has proved a strong seller, strong profit earner – year-round. Research shows: the more it's displayed, the more it sells.

BRAND NEW AD CAMPAIGN

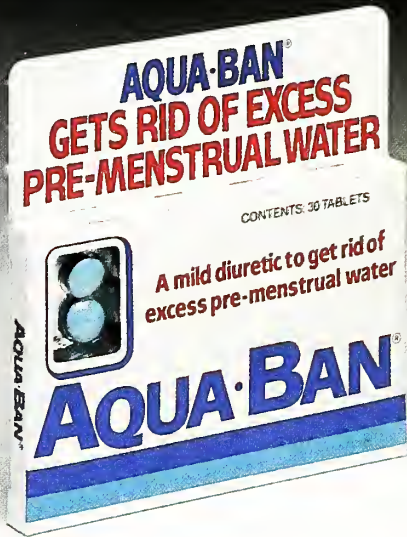
Starts early autumn – big, dramatic, full colour spaces in major women's magazines.

ORDER-DISPLAY-SELL

AQUA-BAN®

*Pre-menstrual comfort for customers.
Monthly profit for you.*

A THOMPSON MEDICAL PRODUCT



Do you put on 2 or 3 lbs. of water every month?

Aqua-Ban is a safe, clinically proven water pill that helps eliminate that bloated feeling caused by excess water. So if you suffer from premenstrual water weight gain, try Aqua-Ban and look good, feel good all month long.

Aqua-Ban helps keep your thighs from swelling so your clothes don't feel too tight.

Before your period your breasts can feel tender. As Aqua-Ban helps reduce water retention, painful swelling goes away.

A bloated tummy can be really uncomfortable. Aqua-Ban helps relieve that weighed down feeling caused by excess water.

Now your rings fit every single day.

AQUA-BAN GETS RID OF EXCESS PRE-MENSTRUAL WATER

A mild diuretic to get rid of excess pre-menstrual water

AQUA-BAN

AQUA-BAN For Premenstrual Comfort

Thompson Medical Co., Ltd.

ly
a
n
w
ni

su
he
ma
the
all
fan
mo.
for
the
the
and
A
auth
for
bad
moti
possi
Every
you f
hair f
Ho
are n
they a
on th
Men v
repid a
to give
of mat
pap a
walking
that u
wealth
lady luc
they're
I kno
her hut
every m
them, m
then spi
sits ther
her do it.
When i
formance
didn't all
to crackl
about five
he does br

Reckitt in contest over bid for Nicholas Kiwi

Reckitt & Colman have made a £228m bid for Nicholas Kiwi, Australian manufacturer of household goods and parent to Nicholas Laboratories.

Nicholas have told shareholders to sit tight, and say they are "in an advanced state of negotiation" with a prospective American buyer (Consolidated Foods Corporation of Chicago, according to *The Times*). The company was already contesting a bid from the Australian drinks group Castlemaine Toohey.

Castlemaine offered A\$4 per share, while Reckitt's bid is worth A\$4.60, with an alternative offer of stock in their Australian subsidiary.

The bid has been partially funded from Reckitt's recent £106m rights issue. At the time of the issue the company said they were looking for "a major international household products acquisition."

The Nicholas product range — which includes Aspro, Rennie, and Radox, along with a collection of proprietary medicines and household goods, would fit neatly with Reckitt's own pharmaceuticals and consumer products interest.

Each company would also be able to expand its distribution through the other's network.

Reckitt's alternative offer of stock in their own Australian operation could take the parent company's holding as low as 49 per cent (they currently hold 69.7 per cent). This may be necessary to satisfy Australia's Federal Reserve Board, which acts as a watchdog on all investment coming into the country.

Reckitt chairman Sir John Cleminson has been in negotiation with Nicholas's three controlling families since Castlemaine made their original offer in July.

Celltech widen R&D activity

A deal has been signed between Celltech and Sankyo of Japan for the marketing and development of two potential anti-tumour agents.

The two agents are human tumour necrosis factor and human macrophage activating factor. The former has been shown to kill some tumour cells and malarial parasites under experimental conditions, and the latter to inhibit tumour cell growth.

It is unlikely either product will be marketed before the end of the decade. Sankyo have been granted worldwide marketing rights in return for fully funding Celltech's research programmes. Sankyo will be responsible for clinical trials and regulatory submissions.

This is Celltech's third agreement in the human healthcare field in just over a year. Previous agreements were with Sankyo for tissue plasminogen activator and calcitonin, and with Serono of the USA for human growth hormone.

Sangers go for US acquisition

Sangers are buying a US budget cosmetics company about twice as big as themselves on a turnover basis.

Chief executive Mike Flinn describes the American company's products as "good value and good quality in rather chic packs — positioned somewhere on a par with Rimmel and Max Factor."

Sangers shares were suspended from

dealing on the stock exchange at 46p last week, valuing the group at £7.5m.

The size of the planned acquisition — whose name has not yet been revealed — means shareholders' approval will be needed at a special extraordinary general meeting planned for mid-December. But, as Mike Flinn points out, fellow director Tom Whyte owns 48 per cent of the shares "so I think we should be alright there."

The new acquisition's range has not been available in the UK or on the Continent before although it has been "adopted" by the Hungarian State Trade Commission.

American distribution is strongest in the Chicago/Detroit area, on the West Coast and around Florida and Louisiana. Mr Flinn says their products seem to appeal particularly to ethnic minorities — probably because of the budget element.

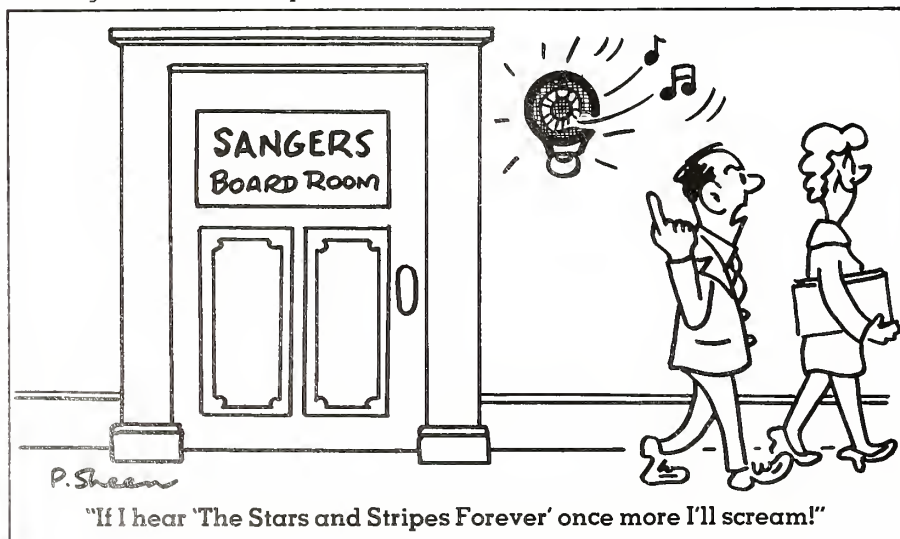
The range should be on the road here in a little over three months, with launch planned for about the same time as the AGM.

First stocks will be imported from the States, although Sangers are looking at the possibility of manufacturing — or at least a packaging — facilities over here.

"It depends rather what happens with the pound and the dollar" says Mr Flinn. "But all the packaging used comes from Europe and it seems daft to cart them all the way across the Atlantic just to bring them back again."

Negotiations began on the US deal some eight months ago, with the first clues emerging in Sangers' most recent annual report in September. Chairman John Briggs then described the American company as "very successful" and with "exceptional profit growth."

■ There's praise for Macarthy's annual report in the latest *Accountancy Age*. Given the accolade of "report of the week," the company is congratulated for "being prepared to air the issues in public," and the directors' review of the years described as "very fulsome."



LRC move into fine china

LRC — who announced two months ago that they were widening their search for a suitable acquisition — have bought fine china manufacturer Royal Worcester.

The acquisition will be paid for by means of a one-for-four rights issue which will raise a net £20.8m. LRC chairman Donald Seymour stresses that the company could have funded the deal from existing resources, but preferred to save these for expansion of their traditional businesses.

Funding the deal internally would also have meant flagging to the market that a rights issue would be necessary before LRC could do anything else.

Royal Worcester made pre-tax profits of £896,000 in the first eight months of this year, £764,000 up on 1983's equivalent. Providing they increase this figure to £3.667m by December 31, LRC will pay £19m for the company. If they fail to make this, the consideration could fall as low as

£18m, while exceeding the target could raise the price to a maximum of £20m.

"While our traditional consumer products businesses continue still to have good prospects, it is now appropriate to widen our range of branded consumer products" says Donald Seymour. "The purchase of Royal Worcester represents an excellent opportunity to do this."

Royal Worcester's previous owners, Crystalate, will also be pleased with the deal. They bought the company for £23m at the end of last year. But they had been interested only in RW's Welwyn Electronics subsidiary, and will be glad to recoup their investment on the rest of the company.

P&G comeback

Proctor & Gamble look to have staged a profits recovery, with their 1983/84 results showing the pre-tax figure up £11.2m at £13.8m.

Sales rose £62.8m to reach £365.2m.

The directors call the year one of worthwhile achievement. "These results

reflect the benefits of business-building investments in recent years" they say. "But profit as a percentage of turnover (currently 3.9 per cent) remains unsatisfactory. We will continue undiminished efforts to invest in the future of the business and apply our cost reduction programmes."

Consumer products performed well, showing substantial profit growth. Credit is given to brand investment over the past few years and progress on margins.

Xmas jobs down

Retailing's recent recovery in job prospects seems to have come to a halt.

Manpower's quarterly survey of employers showed steadily improving prospects throughout 1983 and early 1984. Employers' confidence, as reflected by staffing plans, for the final quarter of this year is worse than at this time last year, suggesting less optimism on Christmas trading.

When you want RUBBER STAMPS yesterday!

From ONE to whatever quantity then use our **SUPERFAST** service for a complete range including **DATING • TIMING • CODING • NUMBERING ETC.**

Send for further details and brochure

JOHN T. CLARKE & SON LTD



BATTERSEA RD, HEATON MERSEY, STOCKPORT, CHESHIRE SK4 3EN
TELEPHONE: 061 432 9451

LONDON OFFICE - 31 HOXTON SQUARE LONDON N1 6NP TEL 01 739 6956



SHOPFITTING EQUIPMENT

ZAF complete shopfitting systems, counters and showcases for the modern pharmacy

(N.P.A. AND NUMARK APPROVED)

ZAF LIMITED
RADFORD COURT, ILKESTON ROAD
NOTTINGHAM NG7 3HD

Telephone: (0602) 780808 Telex: 377739

FREE
QUOTATIONS

COMPETITIVE
PRICES

FREEPOST

Nottingham NG8 8BR

Marketing Partner Fitness Products.

Leading German Pharmaceutical company requires Marketing Partner/Distributor for its extensive range of products for athletes, which include:

1. Fitness and body-care.
2. Treatment for sport injuries.
3. Specialist foods for athletes.

An experienced marketing partner will take over distribution and marketing in England on an exclusive basis in marketing channels suitable for this product range.

The ideal company will be looking to expand its product repertoire by either entering or expanding in the rapidly growing segment of products aimed at sports and fitness participants.

Written enquiries only, please, to:
P.O. Box. P.O. BOX 3069



Macarthy's Laboratories have opened a new £1m factory to produce kidney dialysis fluids and double their output of chlorhexidine hospital disinfectant solutions. The 35,000 sq ft unit is at Harold Hill, close to Macarthy's main base at Romford, Essex. Despite the large volumes — batches of up to 60,000 litres are prepared — there is no standard product and Macarthy's make over 200 basic formulations to satisfy the demands of different hospitals and consultants, plus many more to meet the needs of individual patients. The plant, opened last week by the president of the Pharmaceutical Society, Dr Hopkin Maddock (right), is largely automated and under computer control. Dr Maddock is seen with managing director Mike Frizell and group chairman Alan Ritchie.

Shop hours report denied

The Home Office has dismissed as "pure speculation" a front page *Guardian* story claiming the shops hours committee is to call for abolition of all restrictions.

The story also says the committee's report is likely to be available to ministers in time for the Tory party conference next week.

"After several months of investigations the inquiry team has concluded that the present legislation banning Sunday opening is archaic and out of touch with present shopping and consumer needs" says *The Guardian*. "The inquiry is also likely to recommend the easing of restrictions on late opening."

The Home Office says the report is "not even finished yet," and that they still have no firm date for publication. They are prepared to say only it will be out by the end of the year.

As *C&D* went to press, the National Consumer Council announced results of a survey showing 69 per cent of the public think the law should be changed to allow all shops to open on Sunday. Only 3 per cent of those questioned said Sunday shopping would inconvenience them.

The NCC survey, designed to be representative of all adults, interviewed 1,869 people. The public also put longer Sunday opening at the top of a list of

needed changes in legislation. Sunday shopping "scored" 50 per cent of the vote, with a law on telephone tapping coming second with 43 per cent.

Nimslo aim for 1986 3D update

Nimslo International have announced sharply reduced first-half losses, and now say they will not launch an improved version of their 3D camera until 1986.

"We are continuing our efforts to improve the system" says chairman James Davidson. "High volume sales will not be achieved until we can offer a significantly lower-cost camera, combined with cheaper processing of prints. We do not anticipate these conditions before 1986."

Meanwhile, Nimslo will concentrate on expanding their professional market, which consists mainly of photographic studios taking conventional 2D snaps. This area of the business already accounts for the vast majority of sales, and was responsible for the cut in losses.

Sales in the six months to June 30 were slightly down at \$10.7m (last year \$11.1m), with losses falling \$5.4m to \$3m.

KSM Distributors have been appointed sole Northern Ireland distributors for Wigglesworth (1982) products. All inquiries should go to 1 Enterprise Road, Bangor, co Down, Northern Ireland.

Monday, October 8

North Metropolitan Branch, Pharmaceutical Society. Courtald Lecture Theatre, Middlesex Hospital, Mortimer Street W1, at 7.30pm. Dr T. W. Poole, Sandoz, on 'Cyclosporin.'

Tuesday, October 9

Bristol Branch, Pharmaceutical Society. Frenchay Hospital postgraduate medical centre, at 7.30pm. Joint meeting with Bath, Cheltenham, Gloucester and Swindon branches to discuss first report of the working party on pharmaceutical education and training. Mr D. R. Knowles, member of Council, in attendance.

File Branch, Pharmaceutical Society. Anthony's Hotel, Kirkcaldy at 7.45pm. Dr A. Selkirk, Syntex Research Centre, Edinburgh, on "It's not what you give, but the way that you give it."

Lanarkshire Branch, Pharmaceutical Society. Strathave Suite, Garrison Hotel, Merry Street, Motherwell, at 8pm. Chairman's evening.

Thursday, October 11

Weald of Kent Branch, Pharmaceutical Society. postgraduate centre, Kent & Sussex Hospital, Tunbridge Wells, at 8pm. Mr Bernard Silverman, member of Council and Boots' director of professional services, on matters of current interest.

Advance information

Sub-Committee on Post Qualification Education and Training of Pharmacists, Northern Ireland. Medical Biology Centre, Lisburn Road, Belfast, October 16, at 8pm. Dr C. Edwards, Department of Pharmacy, Aston University, Birmingham, on "Counterprescribing for paediatric problems."

Past Students Association, Portsmouth Polytechnic. Clarence Pier Pavilion, October 20, at 7.30pm. Twenty-third annual reunion dinner. Cost is £9 excluding wine. Applications by October 13, to Mr W. W. Binns, 8 Hurstville Drive, Waterlooville, Hants (tel Waterlooville 2018).

Sherwood Region, Pharmaceutical Society of Great Britain. The Normanton Inn, Clumber Park, Worksop. Sherwood Conference from 10.30am-4pm, on October 21. "The working party on pharmaceutical education and training — first report" lead by Henry Howarth and supported by Bernard Silverman and Frank Newcombe, members of the working party. "The Projection of the Profession of Pharmacy," led by Don Ross, past chairman, National Pharmaceutical Association. Tea and buffet lunch included. Fee is £1 (50p for students) and reservations should be sent to M. J. S. Burden 73 Aylestone Road, Leicester, by October 8.

Sub-Committee on Post Qualification Education and Training of Pharmacists, Northern Ireland. Medical Biology Centre, Lisburn Road, Belfast, on October 23 at 8pm. Dr J. King, managing director, Galen Ltd, on "Counterprescribing for respiratory ailments."

Sub-Committee on Post Qualification Education and Training of Pharmacists, Northern Ireland. Medical Biology Centre, Lisburn Road, Belfast, on October 30, at 8pm. Mrs M. Singleton and Dr J. McElroy, Department of Pharmacy, The Queen's University, Belfast, on "Counterprescribing for gastrointestinal complaints."

Royal Society of Chemistry, Analytical Division. Department of Pure and Applied Chemistry R109, University of Strathclyde, Thomas Graham Building, Cathedral Street, Glasgow, on November 15, at 4pm. Dr D. A. Cowans, assistant director, Drug Control and Teaching Centre, Chelsea College, on "Drugs in Sport." Information from Miss P. E. Hutchinson, Burlington House, London W1V 0BN (tel 01-734 9971).

Hospital Pharmacists Group, Pharmaceutical Society. training centre, Arclid Hospital, Sandbach, nr Crewe, Cheshire, November 23, at 9.30am. Workshop G in a series based on the hospital pharmacy option of the College of Pharmacy Practice's syllabus. "Pharmacy and people: personnel aspects." Cost £12. Applications to Mr W. T. Brookes, pharmacy department, Leighton Hospital, Crewe, Cheshire CW1 4QJ.

Hospital Pharmacists Group, Pharmaceutical Society. 1 Lambeth High Street, London SE1, December 6, at 10am. Workshop F in a series based on the hospital pharmacy option of the College of Pharmacy Practice's syllabus. "Law, Ethics and Management systems." Cost £10. Application to Miss Marion Hodges, King's College Hospital, London SE5 9RS.

British Institute of Regulatory Affairs. Cafe Royal, London on December 5, at 10am. Chemistry and pharmacy workshop. Assessing data on a new chemical entity for presentation to the Chemistry, Pharmacy and Standards Subcommittee. A panel will consider and discuss findings. Cost £57.50 including VAT, for BIRA members, and £69 for non-members. Applications to Mrs R. E. Braggs, 11 Courtfield Drive, Maidenhead, Eerks SL6 6JG.

Stock for Sale

WELCOME Customers Old & New

Stockists of the
largest selection of
brand name French
and U.K. Perfumes.

**LADIES-MENS-
CHILDRENS
CHRISTMAS
GIFT SETS**

**AVAILABLE
NOW**

**NEW GALLERY
RANGE OF GIFT
SETS**

FGM
Cosmetics
Limited

10-12 Park Place, off Cheetham
Hill Road, Manchester M4 4EY.
Tel No.: 061-833 9652. Telex:
665941 FGM G. Suppliers to
Retail, Wholesale and
Export. Opening Hours:-
Mon-Fri 9am-5.30pm.
Sun 10am-2pm.



GERALD FRASER Wholesale Cosmetics

Would like to invite all
their clients to view their
exciting new range of
Christmas cosmetics and
perfumes
for 1984.

**33 Broughton Street,
Manchester.**

Telephone:

061-832 3427

**Open 9.30-5 weekdays
10-2 Sundays**

Appointments



Nelson Pharmacies Ltd

Specialists in Homeopathic Pharmacy

PHARMACIST MANAGER HOMOEOPATHY

Nelson's the well known Homeopathic Pharmacy in Duke
Street, London W1 invite applications for the position of
Pharmacist Manager.

Applicants need not have previous experience of
Homoeopathy but should have a commitment to the
concept and practice of Homoeopathy.

Full training given in all aspects of Homoeopathic
Pharmacy.

Excellent salary negotiable, experienced supporting staff,
five day week and pension scheme.

Apply Superintendent Pharmacist,
73, Duke Street, Grosvenor Square, London W1M 6BY.
Telephone: 01-629 3118

Permanent part time
Pharmacist required
Monday-Friday am
(9am-1pm). Full
helpful staff counter
and dispensary.
Near Southend on
Sea.

BOX C&D 3068

Agents

COPEAIRN LTD
PHARMACEUTICAL IMPORTERS
AND EXPORTERS
Tel: 0477 35570

The company is looking for
AGENTS in all areas who would
be here to introduce a range of **Fully**
licenced highly competitively priced
imported pharmaceuticals to
pharmacists.

Application in writing only to:-
**COPEAIRN LTD, 55 FLIXTON ROAD,
URMSTON, MANCHESTER.**

Stock for Sale

FILMS	KODAK	TUDOR	FLASH	FILMS	FILMS	
C O S M E T I C S	STOCKISTS OF WELL KNOWN BRANDS OF PERFUMES / COSMETICS / CHEMIST SUNDRIES KODAK FILMS. WIDEST SELECTION IN TOWN.					C O S M E T I C S
	Gift sets now available					
	PASCO'S COSMETIC SALES 425C HARROW ROAD LONDON W10 4RE Telex: 8813271 Next day delivery service		FOR PRICE LISTS Tel: 01-960 0319 01-960 5752 Open Mon-Fri 9.30am-5.30pm Sun 9.30am-12.30pm			
	PERFUMES					
	PERFUMES					

ONE-SIZE TIGHTS

from £3.00 doz. plus VAT. Childs
Ribbed tights from £4.66 doz Tax
Free. Min. order 10 doz. overall.
CWO. Carriage free. Full price list
with other lines.

E & R KAYE

16/18 New Bridge Street,
London EC4.
Est. 40 years.

1600 NEW MEDICAL SLATS

134 ml sloping shoulders
with white polystyrene
wadded caps to clear.

Tel: 0904 27234/53398

JUST PERFUMES

457B ALEXANDRA
AVENUE, RAYNERS LANE,
HARROW, MIDDY.

Tel: 01-866 4563

01-868 0100

Telex: 8954667 VBSTLX
REF SMY

Largest selection branded
perfumes in the UK.

**Open Sunday
10am to 2pm**

Stock for Sale

COTY

• MAX FACTOR • ARAMIS •

MANHATTAN
SUPPLIES

ONE OF THE WEST COUNTRY'S
LEADING SUPPLIERS OF
COSMETICS PERFUMES &
ACCESSORIES



• ALL LEADING BRANDS
• DELIVERY SERVICE

BRISTOL 650834

619 FISHPONDS ROAD, BRISTOL (JUST OFF M32)

• ESTEE LAUDER • OUTDOOR GIRL

REVLON • LENTHERIC •

DIMPLES

R&M Taylor Wholesale Ltd

46 Bruntcliffe Road, Morley,
Nr. Leeds.

Large selection of French perfumes,
aftershave and toiletries at discount
prices.

Hours of opening:
8.30 to 5pm Monday to Friday
8.30 to 1.30pm Sundays
Tel: 0532 522171

ALAMI IMPORTS & EXPORT LTD

Handkerchiefs loose and boxed,
range of tea towels, Jacquard and
handloom towels, pillow cases,
yellow dusters, face cloths, baby
nappies, terry socks.



REAL FIRM BULK INQUIRIES WELCOME

HOPEGLADE HOUSE
19, 23 KINGSLAND ROAD
LONDON E2 8AA

Tel: 01-729 5501 (4 lines)

Cables: SUNAMEX LONDON. Telex: 893903 ALAMI G

Shopfitting



DETROIT DISPLAY SHELVING

A new pharmacy can
be yours for £18.33
per week (lease rate)
fitted free.

Recommended by

NUMARK

K.H. WOODFORD & CO LTD
Ring Now 0202 36272

Property for Sale

HIGHLY SUCCESSFUL

Retail chemist prominent
main road position in SE
London.

Turnover £120,000 pa.
with excellent potential
for expansion.

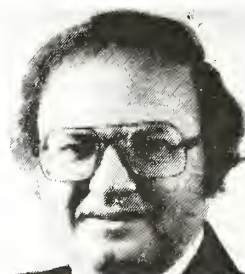
£39,000 plus sav.
OFFERS INVITED.
Telephone:
01-764 1501

Price Labels

PRICE LABEL PROMISE

WE WILL NOT BE UNDERSOLD WE
OFFER **QUALITY LABELS** FOR **METO**
PRICE GUNS, AT **LOWEST PRICES**.
WE ALSO OFFER **1st CLASS**, QUICK
DELIVERY AND REPAIRS.

Send for details to (No stamp required)
Low Price Label Co. FREEPOST,
Department CD, 88 Southbourne
Grove, Westcliffe on Sea, Essex SS0 3BR.
or telephone 0702 333761.



TOM LYDON

Trade Services

Shopfitting

for the
PROFESSIONAL
approach to the Pharmacy
trade contact

shopfitting
Edesign

Heron Rd, Sowton Ind. Est. Exeter. Tel. (0392) 37791/2

LUXLINE

SHOPFITTING SERVICE

N.P.A. & NUMARK APPROVED

FREE PLANNING AND ADVICE.
FOR YOUR SHOPFITTING
PROJECT.

Contact: —
LUXLINE,
8 COMMERCE WAY, LEIGHTON BUZZARD, BEDS.
Tel: 0525 381356.

LEXDRUM

0626 832308

WE OFFER A PROFESSIONAL
SHOPFITTING SERVICE FOR THE
RETAIL PHARMACY

LEXDRUM STOREFITTERS
Chapple Rd, Bovey Tracey, Devon.
0626 832308

The
Sta-Sof-Fro

RANGE OF UNIQUE AFRO HAIR
PRODUCTS AVAILABLE NOW FROM



ZEBBRA DISTRIBUTORS

(Specialists in afro products.
Stockists of all leading brands)

FOR A FAST, EFFICIENT AND RELIABLE
SERVICE AT COMPETITIVE PRICES
TELEPHONE:

01-249 3161/9910

OR VISIT OUR
SHOWROOMS AT

127-129 Stoke Newington High St,
London N16.

Professional Prescription
Computer Labelling

NOW - A Labelling System for every need

£895

£1165

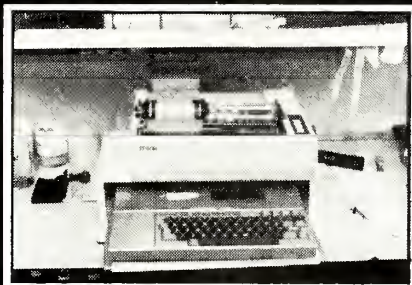
£1615



ELECTRON SYSTEM - £895 (SPECIAL PRICE TO NPA MEMBERS) BBC SYSTEM (CASSETTE) FROM £1165 BBC SYSTEM (DISC) FROM £1615

John Richardson Computers Ltd

John Richardson Computers Ltd., Unit 335-337, Walton Summit, Bamber Bridge, Preston, Lancs. Tel: (0772) 323763



ONLY £835.00 (EX VAT) NORMAL PRICE **£895.00**

LABEL AID: A HIGHLY VERSATILE BUT A PURE AND SIMPLE LABELLING SYSTEM FROM MICROCHEM. CONSISTS OF EPSON HX20 MICROCOMPUTER AND EPSON RX80 HIGH SPEED BUFFERED PRINTER.

UP TO 1500 DRUGS STORED, UNLIMITED DOSAGES USER FRIENDLY (NO MESSING WITH STOCK CONTROL, ORDER ENTRIES OR CHANGING OF PROGRAMMES)

For further information and a 14 day free trial write to: Declec Computers Ltd, 243 Whitton Ave East, Greenford, Middlesex, or ring Girish or Hemant on 01-950 3370 (daytime) 01-902 2349 and 01-950 4488 (24 hours).

PROBABLY THE SIMPLEST AND THE CHEAPEST SYSTEM AVAILABLE.

Trade Services

Tablet Production,
Liquid Production,
Powder Production,
Packing ...



CONTRACT PHARMACEUTICAL SERVICES LIMITED
Park Road, Overseal, Burton-on-Trent, Staffordshire
Telephone: 0283 221616. Telex 341345

Export/Import



IMPORT/EXPORT

Call us for the most competitive prices; the best range; the quickest service; cash and carry.

CONTACT: EURO CHEM LTD

Southway, Walworth Ind. Estate, Andover,
Hants. Tel: 0264 59872 / 59585

CHRISTMAS 1984

BAGS, WRAPPING
PAPERS, PURSE
CALENDARS, CREPE
PAPER, CARRIERS,
GIFT TAGS,
PAPERMATE PENS,
DIARIES, ETC.

*Available as usual
from:*

**JAMES TOWNSEND
& SONS LTD.**
PO BOX 12,
WESTERN WAY,
EXETER EX1 2AB.

Write or phone Exeter
79731 for Christmas
List.

*Orders accepted now
for delivery when
required.*

TABLET COUNTER & LABEL PRINTER RENTALS!

Phone:
Kirby Oldham
061-620
1421.



Austrian tramcar advertising a "dump campaign" for collection of "old medicaments"

Dumping drugs Austria-style

It appears that "dump campaigns" to collect unwanted medicines is not only a British phenomenon.

On a recent trip to Austria, Mr Edgar Glaser, a proprietor pharmacist from Hall Green, Birmingham, noticed a large poster on the Viennese tramcars advertising such a campaign.

The tramcar pictured carries the slogan "Old medicaments may be

returned to every pharmacy, with effect from May," and "Old medicaments? Your pharmacist will inform and help."

Upon completion of the collection period, the local authorities expressed their appreciation with another poster, spreading along two communicating tramcars: "We thank the Viennese pharmacists for their help in accepting old medicines for disposal."

Eagle-eyed Eagling

Lloyd Eagling, a retail pharmacist from Shirebrook, Mansfield, is the Unichem/Colgate pharmacist golfer of the year.

The final was played over 36 holes at the Gullane Golf Club, North Berwick, Scotland, under the Stableford scoring system and Mr Eagling, playing off a 22 handicap, won with 81 points, the highest score in the competition's eight year history.

At the prize-giving banquet attended by the 33 finalists, Mr Eagling received the trophy from Mr David Mair, MPS, deputy chairman of Unichem (left) and Mr John Maclean, chairman of Colgate (right).



Presidents all

No less than three Irish pharmaceutical presidents visited the premises of Allphar Services in Dublin at the end of September. Mr J. Kingston, MPSI, (left) is the recently elected president of the Irish Pharmaceutical Union. Mr R.J. Power, FPSI, (centre) is the president of the European Group of EEC pharmacists. Mr S.M. Hillery, MPSI, (right) is president of the Pharmaceutical Society of Ireland. Mr Power is in addition, chairman of Allphar, which provides distribution services for a number of pharmaceutical companies in Ireland



John Hannam, MP for Exeter and parliamentary advisor to the Pharmaceutical Society (centre) has just been given a tour of Unichem's Exeter branch by managing director Peter Dodd and branch manager Mike Palmer (left)

APPOINTMENTS

Unichem Ltd: Raymond Hall, MPS, a proprietor pharmacist for 16 years in Hull has been appointed a member of the North regional committee.

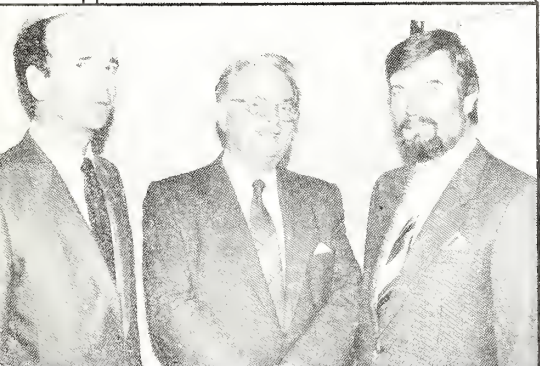
Howard Grant, MPS, a proprietor pharmacist for 20 years, from Walthamstow, London, becomes a member of the London North regional committee.

Bleasdale Ltd: Charles Wragg has been appointed chairman and managing director in succession to R. Monks, who will continue as a non-executive director.

Pauls Flavours & Fragrances Ltd: Geoffrey Frost joins the company as marketing director. He holds a PhD in chemistry and previously worked for Unichem Chemicals.

Cannon Babysafe Ltd: Alan Smith has been appointed UK sales manager, responsible for Avent and Babysafe throughout the UK and Ireland.

Norbrook Laboratories Ltd: Alan Patterson joins the board as group marketing director.



"Sure (croak!) Shield, please."

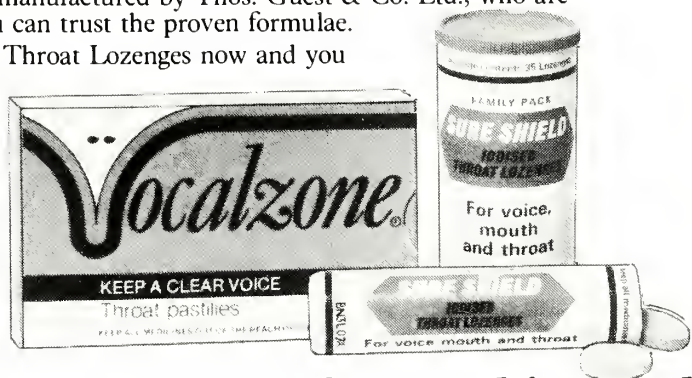
Sometimes your customers have difficulty speaking at all.

This Winter, that's when they'll be croaking for "Sure Shield" throat remedies by name. Because Sure Shield are spending over **£50,000** advertising their Vocalzone pastilles and Iodised Throat Lozenges.

These licenced medicines are manufactured by Thos. Guest & Co. Ltd., who are established over many years. So you can trust the proven formulae.

Stock Vocalzones and Iodised Throat Lozenges now and you can take advantage of our special discount package. Please place your order with our representative, your normal wholesaler, or by phoning our telesales department on 0283 - 221616.

Remember, when your customers rasp, squeak and croak this winter, they'll be trying to say "Sure Shield, please."



The £50,000  advertising campaign breaks this month.

Thos. Guest & Co. Ltd., Swains Park, Overseal, Nr. Burton-on-Trent, Staffordshire, DE12 6JS

BESTWAY SPECIAL TOILETRIES & HOUSEHOLD OFFERS available at all Bestway Cash & Carry depots 30 SEPTEMBER — 20 OCTOBER 1984

*Persil Automatic 16E3	£10.49
Brillo Soap Pads 12 x 10's	£4.89
Cherry Blossom Shoe Polish 12 x 50 ml	£2.99
Johnson Klear 6 x 476 ml	£5.19
*Fairy Liquid 18 GT	£6.59
Radox Herbal Bath 6 x 300 ml	£2.99
Cossack Hair Spray 12 x 125 ml	£3.79
Petal Toilet Rolls 18 x 2	£4.89
Scotties Mansize 12's	£5.59
Vosene Shampoo 12 lge	£4.99

Beecham's Powders Hot Lemon 14 x 5's	£5.59
VO5 Hair Spray 12 x 175 ml	£5.15
Soft & Gentle 6 lge	£4.09
Impulse VAS 6 x 75 ml	£4.09
Persil 16E3	£11.29
Zip Firelighters 24 x std	£5.69
Fiesta Kitchen Towels 10 x 2's	£5.69
*Ariel 16E3	£11.79
Fairly Liquid 12 x lit	£7.89
Rennies 12 x 24's	£3.39

Peaudouce Disposable Nappies Super/Maxi carry cartons 3's	£16.89
*Andrexx Toilet Rolls 18 x 2	£7.99
Vosene Shampoo 6 econ	£4.39
Beecham's Powders 12 x 8's	£4.89
Veno's Expectorant/Honey/Lemon Adult Formula 6 std	£3.49
Palmolive Rapid Shave 12 std	£4.89
Colgate Toothpaste 12 lge	£3.39
Pears Soap 12 bath	£3.09
Harmony Hair Spray 12 std	£4.29
Johnson Baby Shampoo 6 x 125 ml	£2.59
Gillette Foamy 12 x 275 g	£6.89
Kotex Simplicity 12 x 10's	£4.99

BESTWAY'S BIG FIVE


ABBAY ROAD
PARK ROYAL
LONDON NW10
Telephone
01-452 1234

1000 NORTH
CIRCULAR ROAD
STAPLES CORNER
LONDON NW2
Telephone
01-450 9866/7/8/9

SOUTHALL
BRENT ROAD
INTERNATIONAL
TRADING ESTATE
Telephone
01-843 9190

HACKNEY
260 CAMBRIDGE
HEATH ROAD
LONDON E2
Telephone
01-981 9190

95 VICTORIA ROAD
LONDON NW10
Telephone
01-961 2233

Hydralazine

Hydralazine

Special introductory offer

Hydralazine

Hydralazine of the highest quality now available from Cox Pharmaceuticals



There need be no doubts about comparing the quality of Cox Hydralazine with proprietary forms, because Cox Hydralazine is manufactured to the same acknowledged high quality as other Cox products, and it is competitively priced.

Cox Hydralazine is available in packs of 100 in two tablet strengths – 50mg and 25mg – packed in Securitainers.

Gives you extra profit on return, when used for open prescriptions.

Further information is available from:
Cox Pharmaceuticals,

A H Cox & Co Limited, Whiddon Valley, Barnstaple, Devon EX32 8NS.
Tel: (0271) 75001

New from Cox Pharmaceuticals 